CLOSED CIRCUIT

Bigger house ■ Last week's Democratic convention's tv audience was 30% bigger than audience in 1956. That's conclusion of NBC researchers. Checking results of American Research Bureau's new national Arbitron ratings (see page 62) against Nielsen ratings of 1956 convention, they compared figures on same events during three days—1960 nominations against 1956 nominations, 1960 keynote session against 1956 keynote, for example—and found three-network rating totals within tenth of point of each other: 35.5 by Nielsen 1956, 35.6 by Arbitron last week. On this same-period basis they estimated average three-network audience at 15,636,000 homes this year against 12,011,000 four years ago. Thirty percent increase was attributed to (1) 6% increase in coverage, via longer network lineups, and (2) 24% increase in tv homes since 1956.

Measuring measurers ■ One reason NBC did fast comparison of 1960 Arbitrons against 1956 Nielsens (see above) was to validate results of new Arbitron service, which NBC and CBS may be using exclusively after this month. Their contracts for Nielsen rating service expire July 31 and renewals thus far have been blocked by several differences including, not surprisingly, one involving money. On this point networks and Nielsen apparently face unusual impasse. CBS and NBC reportedly want their payments reduced to same level as those paid by ABC; yet ABC has contract running to October 1962 which by its own terms provides—for all practical purposes—that ABC will pay less than either of its competitors.

This seemingly irresolvable conflict, according to insiders, is merely extension of long-time formula used to divide Nielsen service's costs among networks. These sources say it works this way: Total cost to networks is pegged at $84,000 per month. Half of this is divided equally among the three, or $14,000 each. Other half is pro-rated according to each network's share of gross billings. Total payments vary according to various discounts and surcharges, but since ABC's gross billings are considerably below other networks, its payments invariably are lower. Whether this situation will block CBS or NBC renewal of Nielsen contracts is another question; word last week was that negotiations were continuing on this and other points.

Unknown quantity ■ How does Democratic presidential nominee John F. Kennedy stand on broadcast regulation? Answer isn't easily obtainable because his confidantes say he has never been called upon to express himself on subject either publicly or privately. They said he isn't likely to comment until he thoroughly grounds himself on pros and cons, but they insist that he is all-out advocate of free competitive enterprise wherever it will work.

Broadcast campaign activities of Kennedy-Johnson campaign at this stage will be directed by Pierre Salinger, West Coast newspaperman in over-all charge of press activities. But in wings for policy guidance and counsel will be J. Leonard Reinsch, executive director of Cox radio and tv stations, whose performance as directing head of Democratic convention last week won plaudits down line. Mr. Reinsch has served, without pay, as communications advisor to Democratic administrations since third Roosevelt administration and probably will function in similar capacity if Democrats return to White House in November.

Code previewing ■ NAB's Television Code Review Board will step up its before-the-fact prevention of commercial violations this week by setting up liaison with Station Representatives Assn. at New York luncheon. Stockton Helffrich, ex-NBC copy-clearance chief joins code board Aug. 1 as head of new office in New York, will make first official appearance at SRA session, interrupting vacation. SRA will be represented at luncheon by its Television Trade Practices Committee; NAB by personal products subcommittee and staff executives. Year ago NAB's code board began series of conferences with agencies and advertisers as step toward pre-broadcast reviews of controversial commercials.

Next problem facing NAB's tv code group will be glamorous antics of live models displaying bras and girdles. Personal products subcommittee of code board meets July 19-20 in New York to review compaints about commercials for these products. Code board is given credit for achievement in another phase of personal products advertising—disappearance from air of revolving Roman statues used by Bristol-Myers' Ban.

Wired toll nucleus? ■ TelePrompTer is jockeying for position from which it will be able, at least technically, to move deeper into special closed-circuit programming. It's asked AT&T for regular network tv facilities linking eight major cities from New York, Boston and Philadelphia westward to Chicago. Immediate use would be in TelePrompTer's regular business and industrial closed-circuit operation. But President Irving B. Kahn also wants to avoid repetition of problem faced in closed-circuiting Patterson-Johansson fight last month, when lack of lines kept TelePrompTer from adding some key areas to its lineup of 229 theatres in 161 cities, plus 13 community antenna systems. If AT&T approves his order, he figures he can loop at least 14 other important cities onto basic eight and tie in some catv systems for special subscription tv programs, when and if.

Rate dealing ■ N.W. Ayer & Son seems to mean business about negotiating time directly with stations whenever agency thinks it can't get fair shake through station representative. Pressure is on, both from clients and within agency itself, with some agency branches apparently reporting better deals than Philadelphia can get.

Threat originally was made to bypass reps (although rep's commission still would apply) at luncheon in New York last month hosted by Ayer vice president L.D. Farnath and mediamen of his agency (BROADCASTING, *May 30 et seq.*). *Since then, Mr. Farnath has been collecting reports from reps on station reaction to ultimatum to make rate cards equable and clearcut. Several of them carried their summaries to Philadelphia. Others have written and some still are researching. Early scattered reports are that although Ayer is pleased with rep cooperation, agency is resigned to necessity of some direct negotiation with stations and probably will put several men on road for that purpose.*

Payola bill ■ Networks will add their opposition to NAB's (page 9) on license suspensions and fines in payola bill at Senate hearing Aug. 10. ABC will file statement opposing both; CBS currently plans to have witness, probably Thomas K. Fisher, CBS-TV vice president-general attorney, giving its opposition to both; NBC will file statement opposing suspensions but is taking no position on forfeitures. It's said Pastore subcommittee is encouraging filing of written statements to shorten hearings.

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WAVE-TV Viewers Have 28.8% MORE WRECKS!

(therefore need new automobiles today, NOT tomorrow!)

From sign-on to sign-off in any average week, at least 28.8% more families watch WAVE-TV than any other television station in Kentucky. All this extra *viewing* just automatically means extra *buying!*

WAVE-TV costs less per 1,000 than any other station around here. Much less! Don't just sit there and *doubt* it. Ask us or NBC Spot Sales for the proof!

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
NBC SPOT SALES, National Representatives

WEEK IN BRIEF

MR. SHOLTY

There's sound selling in a selling sound ■ The right sound in your commercial can draw up a host of favorable associations in the memory of your prospective customer, but it takes creative skill to find the right sound for your product. Some reflections on this important aspect of selling are offered in this week's MONDAY MEMO by Lester J. Sholty Jr., account executive, Kenyon & Eckhardt, Los Angeles. His word of caution: too many commercials today are talking out of the advertiser's mouth instead of into the listener's ear. Page **20.**

Oh, those tv labor contracts! ■ So long, so detailed, so precise and so, so many of them—that's why labor negotiations and contracts in tv are called "the most complicated in the world." Page **27.**

Radio's reach ■ RAB turns out a facts-and-figures profile of the medium's ever-increasing reach. Page **30.**

FCC plays rough and tough ■ Commission voids Miami and Boston tv grants; disqualifies all but one Miami ch. 10 applicant and grants that channel to L.B. Wilson, Inc., orders WPST-TV off the air by Sept. 15; orders a new proceeding in Boston ch. 5 case but permits WHDH-TV to continue under temporary order. Grant to L.B. Wilson contains a snapper; the license will only be for four months. Page **42.**

Space allocations under consideration ■ FCC hears views beginning today on need for allocations above 890 mc for space communications. Preliminary filings indicate divergence of opinion as to whether space circuits can share earth allocations. Page **48.**

Was it worthwhile? ■ Vast facilities, extensive personnel covered Democratic convention at Los Angeles but after it was over there was questioning about whether it all was worth the trouble and cost. A roundup of what happened in the Sports Arena. Page **50.**

Convention audiences ■ Almost 14.5 million homes watch during average minute. But independents find audiences for regular entertainment soaring while network stations concentrate on politics. Page **62.**

Warner's post-'48 deal ■ Warner Bros. makes its first deal on its post-'48 features, granting Creative Telefilm and Artists a seven-year license to distribute about 110 post-'48 features to free tv. Price reported to be $11 million. Page **75.**

He keeps ridin' and singin' ■ The tv success story of western star Roy Rogers. Page **78.**

Paar goes color ■ NBC-TV adds nightly variety show to color stable along with two more daytime color shows, boosts weekly total to 28 hours. Network will have programmed 1,100 hours in color this year, be set to program at annual rate of 1,500 hours beginning with the fall season. Page **80.**

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ONE FIRST NO. 1

IN LANSING

The latest Hooper proves that . . .

WILS

is the markets'

NO. 1 STATION

TIME	WILS	STATION B
Mon.-Fri. 7:00 am 12:00 noon	63.1	19.9
Mon.-Fri. 12:00 noon 6:00 pm	66.5	14.2

C. E. Hooper — Jan., Feb., March, 1960

with 5000 WATTS

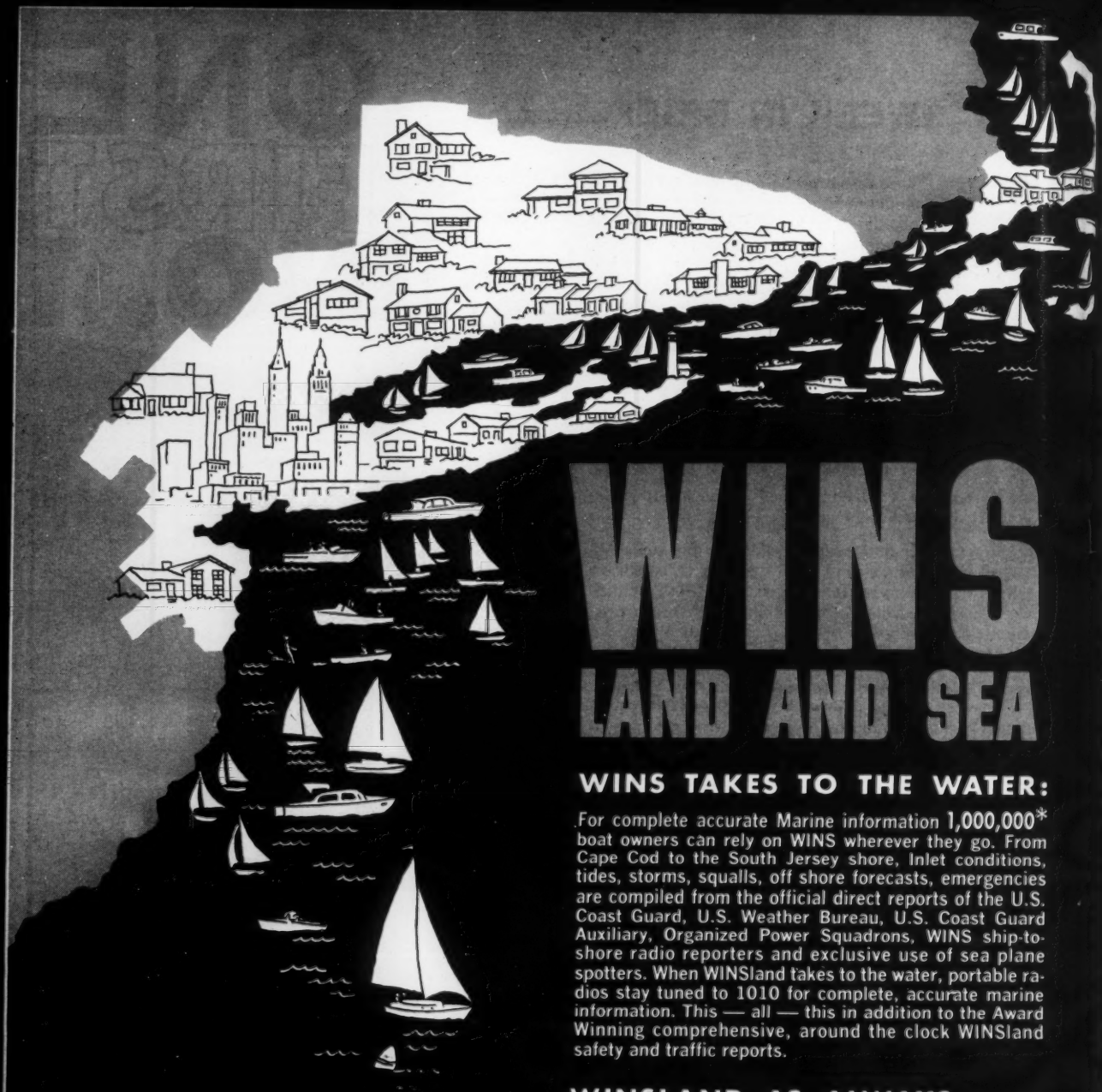
WILS

leads Station B in power by 20-1

. . . all of which makes WILS the very best buy to serve and sell the Lansing markets' 313,000 residents

represented by Veaard, Rintoul & McConnell

WILS is associated with WILX-TV NBC · CHANNEL 10 studios in LANSING – JACKSON – BATTLE CREEK and WPON – Pontiac



WINS
LAND AND SEA

WINS TAKES TO THE WATER:

For complete accurate Marine information 1,000,000* boat owners can rely on WINS wherever they go. From Cape Cod to the South Jersey shore, Inlet conditions, tides, storms, squalls, off shore forecasts, emergencies are compiled from the official direct reports of the U.S. Coast Guard, U.S. Weather Bureau, U.S. Coast Guard Auxiliary, Organized Power Squadrons, WINS ship-to-shore radio reporters and exclusive use of sea plane spotters. When WINSland takes to the water, portable radios stay tuned to 1010 for complete, accurate marine information. This — all — this in addition to the Award Winning comprehensive, around the clock WINSland safety and traffic reports.

WINSLAND AS ALWAYS:

WINSland includes the vast area of Manhattan, the Five Boroughs, Long Island, Western New Jersey, Connecticut and Rhode Island . . . a total of 17,201,000 people — more than the total of the next three markets combined — Los Angeles, Chicago and Philadelphia and as much as the combined total of Detroit, San Francisco, Boston, Pittsburgh, St. Louis, Washington, D.C. and Cleveland. WINSland represents more of everything — more people, more retail sales, more buying power, more spendable income.

*according to official Coast Guard figures there are over one million licensed boats in the primary coverage area of WINS.

1010
WINS
NEW YORK

AT DEADLINE

LATE NEWSBREAKS ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS ON PAGE 27

NIXON TASK AGENCY SET UP

Carroll Newton heads special campaign unit

Nixon-for-President headquarters confirmed Friday that special "task force" agency has been set up to handle campaign advertising (CLOSED CIRCUIT, July 11). Agency is Campaign Assoc., headed by Carroll P. Newton, BBDO vice president, and has set up shop at 52 Vanderbilt Ave., New York.

Associated with Mr. Newton as agency principals are Ted Rogers, who operates his own tv production company in Hollywood, and James Bassett, on leave as assistant managing editor of *Los Angeles Mirror-News*. Messrs. Rogers and Bassett have been key lieutenants in Nixon-for-President organization.

In memo to Nixon staff Leonard Hall, Nixon campaign manager, said Mr. Newton had already engaged John Steer, vice president of Kudner agency; Bruce Allen, of Lennen & Newell; and Paul Keye, of Hixon & Jorgensen, to work at Campaign Assoc. They and others recruited for Campaign Assoc. will continue to be paid by their home agencies, so they may retain regular income and other benefits. Home agencies will bill Campaign Assoc. for time executives spend with it.

In his staff memo Mr. Hall said "modern political advertising requires facilities and personnel which no one agency is prepared to release for such a short-term operation . . . This 'task force' agency will facilitate putting together the most efficient and expert team possible by utilizing the special talents, interests and services of professionals in a number of agencies."

Mr. Hall said Campaign Assoc. would "function in all regards as a full-fledged advertising agency." It was formed under "Anchor and Loan" plan evolved by American Assn. of Advertising Agencies at its annual meeting last winter.

Earlier it had been reported that Campaign Assoc. would be self-liquidating and, at end of its life, would return to Republican party any money it had earned above expenses. Last week Nixon spokesmen said this was not so, that agency would collect conventional 15% commissions, would keep whatever profit it made. As practical matter, it's anticipated that expenses of Campaign Assoc. will absorb most if not all of its income, Nixon sources said.

For past several political campaigns BBDO has been GOP agency. New arrangement was undertaken with full knowledge and, reportedly, encouragement of BBDO.

131 million viewed convention pickups

Democratic convention's first four nights amassed total tv audience of approximately 131,269,600 persons, according to estimate made Friday before final session that evening.

Estimate was reached by totaling average-audience figures (homes tuned per average minute) as compiled nightly by American Research Bureau's new national Arbitron service and multiplying by 2.2 (representing, conservatively, average number of viewers per set). Thus cumulative figures for four nights —59,668,000 homes or 131,269,600 viewers—include unascertainable number of homes and people viewing more than one night. Figures are also limited by fact they do not include viewing of convention coverage past 11 p.m. New York time.

ARB's Arbitron report for Thursday night session showed 16,208,000 homes tuned per average minute. This was second highest evening of convention, 1.1 million behind 17,314,000 average on Wednesday, nominations night. Peak half-hour Thursday night averaged 18,736,000 per minute, exceeded by four half-hours Wednesday evening (earlier details page 62).

Westinghouse income shows 18% increase

Westinghouse Electric Corp., Pittsburgh, reported net income after taxes up 18% for first half of year, to $1.14 per common share, compared with 96 cents for first six months of 1959. Announcement, made Friday (July 15) by President Mark W. Cresap Jr., and Board Chairman Gwilym A. Price, put net sales for 1960 period at $953,844,000, up 4% over 1959 six months' report of $914,203,000. Net income was $40,454,000, compared with $34,150,000 last year and before-tax profit margin rose to 7.1% from 6.8%. Second-quarter net income set record at $20,958,000, equal to 59 cents per common share. New orders booked first half of 1960 increased 9% over 1959 period, with all segments of Westinghouse contributing except major appliances, which declined slightly.

NAB will oppose penalty legislation

NAB policy committee Friday announced determined opposition to 10-day license suspension and $1,000-per-day forfeiture provisions of payola bill (S 1898) after strategy session to plan assocation's testimony on measure at Senate hearing Aug. 10.

Use of such sanctions against communications medium "opens up a whole new concept of governmental regulation," said Clair R. McCollough, chairman of NAB policy unit and president-general manager of Steinman Stations, Lancaster, Pa., after Friday meeting. Amendments, he said, are matter of "serious concern" to broadcast industry.

Vincent T. Wasilewski, NAB government affairs vice president, will testify for association at hearing starting Aug. 10 before Senate Communications Subcommittee headed by Sen. John O. Pastore (D-R.I.). NAB won't oppose bill's other provisions, most worked out in conferences between industry and House Communications & Power Subcommittee headed by Rep. Oren Harris (D-Ark.) to meet broadcaster objections against original committee proposals they thought too strict, rigid, or restrictive.

Rep. Harris grafted omnibus proposals onto Senate-passed bill before House approval of legislation June 28, but Senate refused to concur without hearings on controversial provisions.

Other NAB policy committee members at Friday meeting were G. Richard Shafto, WIS-AM-TV Columbia, S.C., and Merrill Lindsay, WSOY Decatur, Ill.

Gov. Collins lauds convention coverage

Praise for news media with emphasis on television and radio was voiced by Florida Governor LeRoy Collins, permanent chairman of the Democratic National Convention, at Thursday night's session.

Presumably designed to offset condemnation of radio and television in party platform adopted previous day

AT DEADLINE CONTINUED

(page 62), oral comments were made after formal routine resolution thanking news media for their services had been adopted.

"I am informed that the television and radio networks have expended in excess of $10 million in order to provide the very complete coverage which has been provided and is being provided to the people of what goes on here. I think this is an outstanding contribution to good government and to the progress of our nation. It is rendered in a wonderful spirit.

"I want, and I know I speak for you, also," Gov. Collins said, "to pay special appreciation to these television networks and radio networks and press people for their wonderful help that has been given."

Accord reached in WBEE dispute

Rollins Broadcasting Inc. and American Federation of Tv & Radio Artists in Chicago reached agreement Friday settling strike dispute involving company's WBEE Harvey, Ill. Settlement, for which three-year contract was being drawn over weekend and details of which are to be announced this week, covers salary, pension-and-welfare and other considerations of four Negro staff announcers at Rollins' station, struck since June 9. Agreement culminates bitter dispute involving charges and counter-charges with racial implications [AT DEADLINE, July 4], plus spot campaign purchased by union on WGES Chicago (which airs some Negro programs), picketing of Rollins' headquarters and attempted sponsor boycott.

Radio code board will meet Aug. 29

NAB's new Radio Code Review Board will meet in Washington August 29, it was announced Friday, following report to NAB Policy Committee that response to two-week old code has been "widespread and gratifying" from all broadcasters.

Before July 1, radio code operated strictly on honor system open to NAB members only. New code includes enforcement procedures and established nine-man board. It is open to all radio broadcasters whether or not members of NAB.

Policy committee at meeting Friday also heard reports on: (1) opening of New York tv code office; (2) appointments of broadcasters to fill committee vacancies and schedule of committee meetings; (3) participation in 1960 fall conferences (eight to be held in October and November); (4) status of activities of Assn. for Professional Broadcasting Education.

Policy committee members, who are running affairs of NAB pending selection of new president to succeed late Harold E. Fellows, are Clair R. McCollough, Steinman stations, chairman; G. Richard Shafto, WIS-AM-TV Columbia, S.C., and Merrill Lindsay, WSOY Decatur, Ill.

Wade dismissals

While Wade Adv., Chicago won't confirm it, agency last week understood to have served dismissal notices to approximately a dozen key people in wake of loss of Alberto-Culver's $10 million account to Compton. Cutbacks reportedly involved account, creative, broadcast and copy levels, plus handful of secretarial-administrative help as part of expected retrenchment. In effect, Wade loses about 40% of its overall billings ($26 million), effective Sept. 1, bulk of it in broadcast media, but was busy last week pitching for new clients.

Business briefly

May use tape ■ Pharmaceutical Products Inc., Summit, N.J., which has used tv sparingly in past, is considering sponsorship of syndicated tape program series in large number of markets throughout country. Company's decision will be made in several months. Agency: Sudler & Hennessey, N.Y.

One dozen specials ■ Purex Corp. (bleaches, detergents, soaps), South Gate, Calif., signed for five nighttime and seven daytime specials on NBC-TV during 1960-'61 season. Nighttime programs consist of two *Project 20* shows and three dramas based on incidents in lives of real people, to be produced by Robert Alan Aurthur. Daytime specials, to be supervised by Irving Gitlin, executive producer, creative projects, NBC news and public affairs, will deal with problems of special interest to women. Agency: Edward H. Weiss Co., Chicago.

Boards 'Riverboat' ■ Block Drug Co., Jersey City, N.J., has purchased one-third sponsorship in NBC-TV's *Riverboat* (Mon., 7:30-8:30 p.m. NYT) next season. One-third of program remains available. Agency: Sullivan, Stauffer, Colwell & Bayles, N.Y.

WEEK'S HEADLINERS

MR. BARNES

Howard G. Barnes, vp in charge of programs for past five years for CBS Radio, New York, appointed director of programs and administration for CBS-TV, Hollywood, effective Aug. 1. He succeeds **Norman Felton,** who recently joined MGM-TV. Mr. Barnes joined CBS Radio in 1938 as a producer-director and after service in World War II with U.S. Navy, shifted to Dorland Adv. as vp in charge of radio-tv. In 1953, he returned to CBS Radio to create and develop new programs.

George H. Lesch, president, Colgate-Palmolive Co., N.Y., named chief executive officer. **Edward H. Little,** chief officer for 22 years, remains chairman. Mr. Lesch, who joined company in 1932 as auditor, became office manager of firm's Mexican subsidiary seven years later. In 1955, he was made vp of Colgate-Palmolive International, in charge of sales and advertising for Europe. He was elected president last April. Mr. Little, 79, joined old Colgate Co. in 1902 as salesman. After working in sales capacities, he was elected director in late 1920's. Mr. Little was made chief executive officer in 1938. He will continue with company in advisory capacity.

William H. Miller, general sales manager of Standard Oil Co. (Indiana), will serve as vice president in charge of marketing for proposed reorganized new American Oil Co., effective Jan. 1. Though advertising assignments have not yet been made, it was indicated Mr. Miller would ride herd on advertising functions under parent Standard Oil Co. **Dwight F. Benton,** new Standard vice president-sales, will continue as vice president of that company, coordinating marketing and other functions. He will report to **Robert C. Gunness,** who will coordinate activities of American Oil and other affiliates as executive vice president.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

One of a series appearing in The Wall Street Journal

Sales executives salute this unique spot radio plan

Men responsible for meeting sales quotas judge advertising media by experience. In several mass-market industries, such men consistently use the Blair Group Plan.

On products as varied as April Showers or Tanfastic; Beech-Nut, Marlboro, or Scot Tissue; Dodge, M-G-M or United Artists—sales records testify to the power of the Blair Group Plan.

Total Reach: 142,592,300. Over 40 stations in major markets are represented by Blair—the most powerful group of radio stations in America. Together they can deliver your selling message to 80.4% of the national market each week.

Buy with Confidence. In using Blair Stations, you have confidence in getting *the best possible buy*, because of the integrity of station management. And confidence in sales results, because through long experience Blair Stations provide *an established audience*. For a Blair Group Plan custom-built to fit your marketing areas, call our nearest office.

John Blair and Company

National Representative of Major Radio Stations
717 Fifth Avenue, New York, PL 2-0400

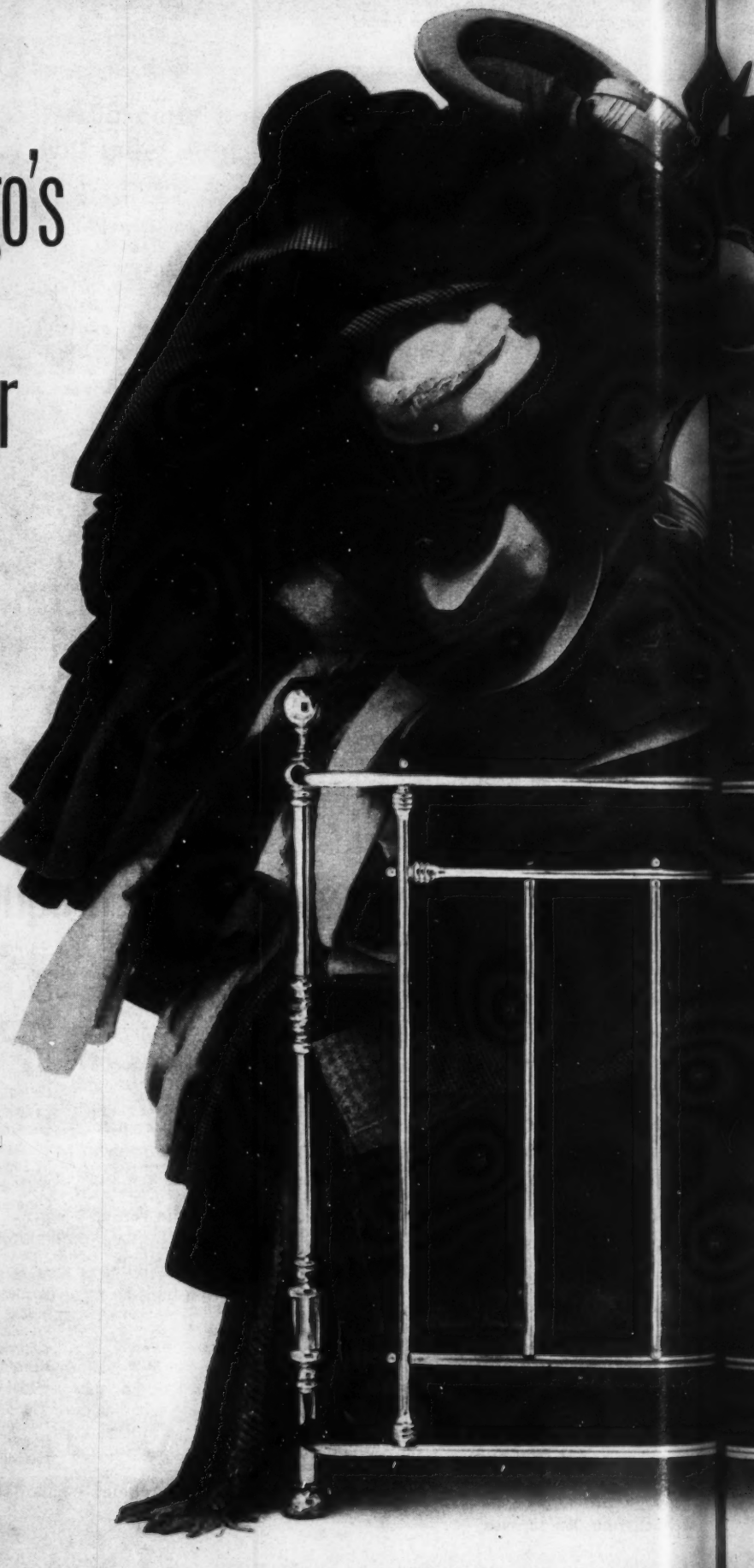
Yes! Blair Stations Sell

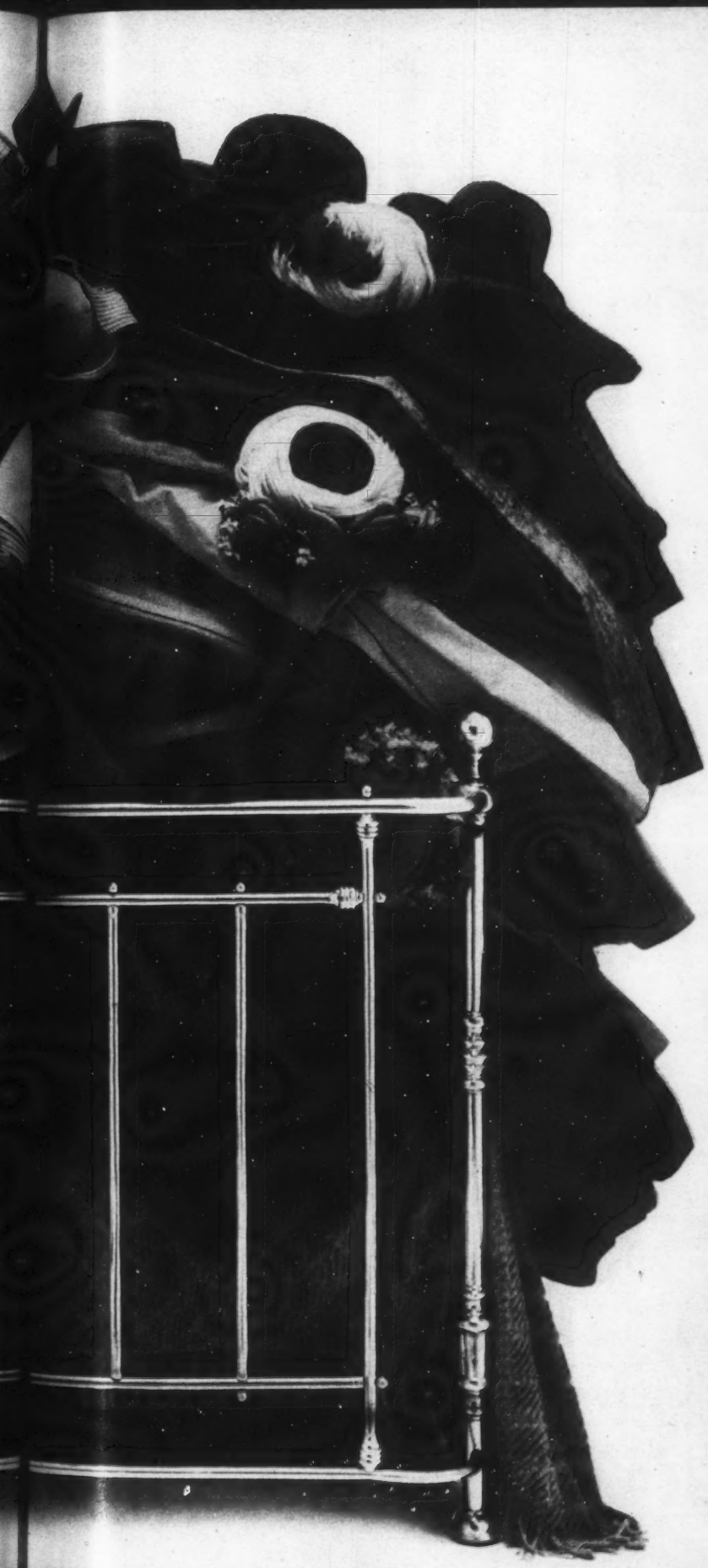
and these are the BLAIR STATIONS:

New York	WABC
Chicago	WLS
Los Angeles	KFWB
Philadelphia	WFIL
Detroit	WXYZ
Boston	WHDH
San Francisco	KGO
Pittsburgh	WWSW
St. Louis	KXOK
Washington	WWDC
Cleveland	WHK
Baltimore	WFBR
Dallas-Ft. Worth	KLIF-KFJZ
Minneapolis-St. Paul	WDGY
Houston	KILT
Seattle-Tacoma	KING
Providence	WPRO
Cincinnati	WCPO
Miami	WQAM
Kansas City	WHB
New Orleans	WDSU
Portland, Ore.	KGW
Denver	KTLN
Louisville	WAKY
Norfolk-Portsmouth-Newport News	WGH
Indianapolis	WIBC
Columbus	WBNS
San Antonio	KTSA
Rochester	WBBF
Tampa-St. Petersburg	WFLA
Albany-Schenectady-Troy	WTRY
Memphis	WMC
Phoenix	KOY
Omaha	WOW
Jacksonville	WMBR
Oklahoma City	KOMA
Syracuse	WNDR
Nashville	WSM
Knoxville	WNOX
Wheeling-Steubenville	WWVA
Tulsa	KRMG
Fresno	KFRE
Wichita	KFH
Shreveport	KEEL
Orlando	WDBO
Binghamton	WNBF
Roanoke	WSLS
Bismarck	KFYR

Offices in Atlanta • Boston • Chicago • Dallas • Detroit • Los Angeles • Philadelphia • St. Louis • San Francisco • Seattle

Chicago's most popular after dinner host...





Largest share:
WNBQ wins Chicago's biggest nighttime audience share—an average of 31.7% per quarter-hour, 6 pm to midnight, Monday through Friday.

Most adults:
And it's the audience you want most to talk to—88% adult!

Biggest buying power:
The biggest share of audience and the most adults among all Chicago stations, means the greatest purchasing power. For the power to sell in Chicago, use...

WNBQ

NBC Owned · Channel 5 in Chicago
Sold by NBC Spot Sales

Source: NSI May 1960 & NSI April-May 1960

COLOR RADIO

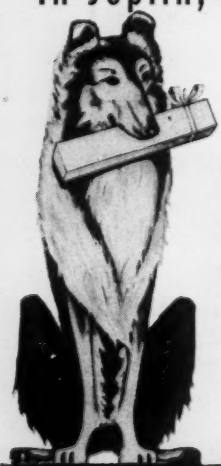
REMEMBER THAT?

AUG. 1ST

IT'LL BE... OLD HAT!

PAMS PRODUCTIONS OF DALLAS

In Joplin, Missouri



YOUR PRODUCT'S BEST FRIEND IS

The FRIENDLY Group's

KODE-TV

CHANNEL 12

28% taller and 29% more powerful — tells and sells 152,000 TV homes who spend 750 million annually.

For Rates and Avails

- IN JOPLIN: D. T. Knight, MA 3-7260
- IN NEW YORK: Lee Gaynor, OX 7-0306

Exclusive Shopper Topper Merchandising

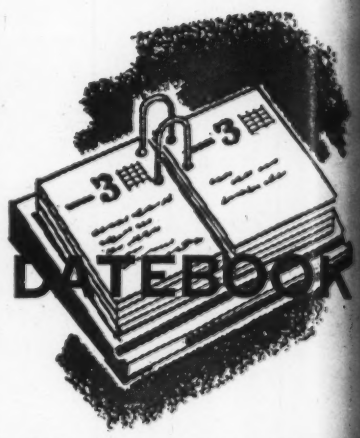
WSTV-TV
CHANNEL 9
Steubenville-Wheeling

WRGP-TV
CHANNEL 3
Chattanooga, Tennessee

WRDW-TV
CHANNEL 12
Augusta, Georgia

WBOY-TV
CHANNEL 12
Clarksburg, West Virginia

KODE-TV
CHANNEL 12
Joplin, Missouri



A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

JULY

July 17-21—National Assn. of Educational Broadcasters seminar, U. of Wisconsin, Madison. Possible formation of live radio network for noncommercial stations will be explored.

July 19-20—Idaho Broadcasters Assn. convention. John Meagher, NAB vice-president, and Ben Sanders, KICD Spencer, Iowa, will be featured speakers. Sandpoint, Idaho.

July 19-20—NAB Tv Code Board personal products subcommittee, New York.

July 20-24—American Federation of Television and Radio Artists annual convention. Shoreham Hotel, Washington, D.C.

*July 21—Southern California Broadcasters Assn. membership luncheon. Cliff Gill, KEZY Anaheim, chairman of the Radio Code of Good Practices Board of the NAB, will speak. Noon at Hollywood Knickerbocker Hotel.

July 24-Aug. 5—Advertising Federation of America's second annual management seminar in advertising and marketing. Harvard Business School, Boston. A limit of 50 applicants has been set to be selected from agency and advertiser marketing executives, plus one representative from each major media association. Applications available from AFA, 250 W. 57th St., New York 19.

July 29—Deadline for comments to FCC on technical standards for fm stereo.

AUGUST

Aug. 1-12—International Television-Radio Workshop, Interchurch Center, 475 Riverside Dr., New York. Sponsored by Broadcasting and Film Commission and United Church Women of the National Council of Churches; the Protestant Council of N.Y.; New York State Council of Churches; New Jersey Council of Churches, and World Commission for Christian Broadcasting.

Aug. 7-9—Georgia Assn. of Broadcasters annual meeting and election of officers. Jekyll Island, Ga. Those attending should make reservations at the Wanderer Motel.

Aug. 12-13—Arkansas Broadcasters Assn., fall meeting. Hotel Marion, Little Rock.

Aug. 19-20—Texas AP Broadcasters Assn. Baker Hotel, Mineral Wells.

Aug. 21-23—South Carolina Broadcasters Assn. summer meeting. Holiday Inn Motel, Myrtle Beach.

Aug. 22-26—National Catholic Communications Seminar, Manhattan College, New York. Held under the auspices of the National Catholic Welfare Conference.

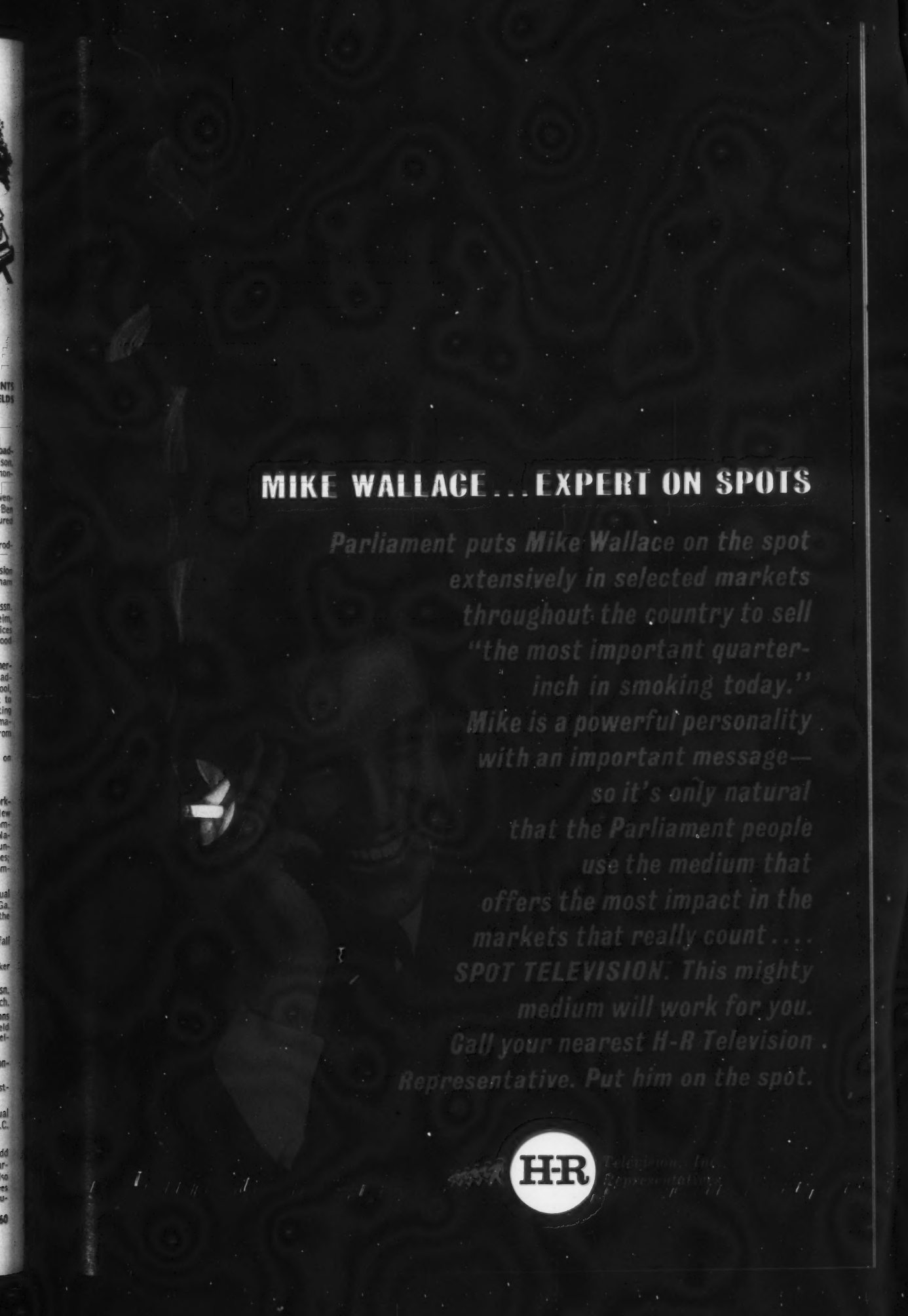
Aug. 23-26—Western Electronic Show & Convention, Memorial Sports Arena, Los Angeles.

Aug. 26-27—Oklahoma Broadcasters' Assn. Western Hill Lodge, Wagoner.

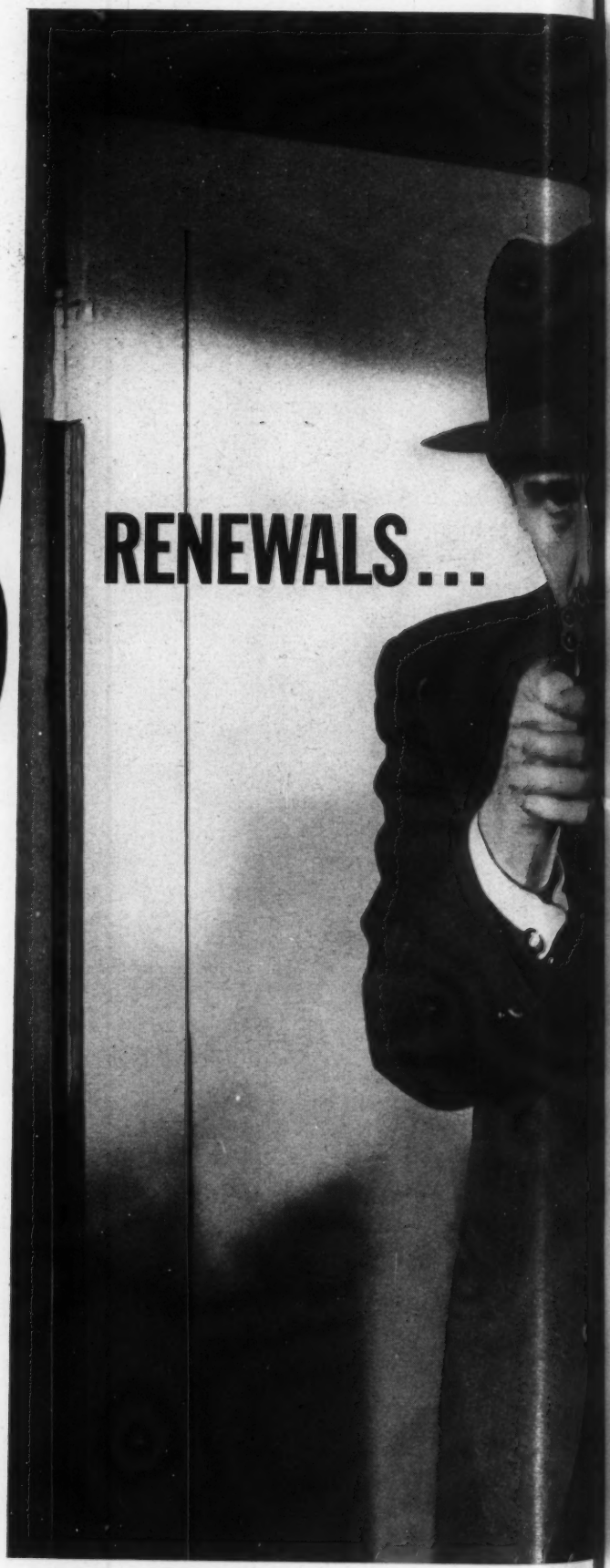
Aug. 29-Sept. 2—American Bar Assn. annual convention, Statler-Hilton Hotel, Washington, D.C.

SEPTEMBER

Sept. 1—Comments due on FCC proposal to add additional vhf channels to several principal markets through reduced mileage separations. Also under consideration are new engineering curves for use in plotting assignments. This is continu-


MIKE WALLACE . . . EXPERT ON SPOTS
Parliament puts Mike Wallace on the spot extensively in selected markets throughout the country to sell "the most important quarter-inch in smoking today."
Mike is a powerful personality with an important message—so it's only natural that the Parliament people use the medium that offers the most impact in the markets that really count . . . .
SPOT TELEVISION. This mighty medium will work for you.
Call your nearest H-R Television Representative. Put him on the spot.
H-R
Television, Inc.
Representatives

128



TO START A 2nd BIG YEAR!

VICTOR JORY PATRICK McVEY

'MANHUNT'

In rapid-fire time, 128 key advertisers and stations have signed up for a second big season of **MANHUNT.**

Reason? In market after market, **MANHUNT's** swiftly-paced action has triggered big—and still bigger—ratings. Take 7-station Los Angeles where it's been No. 1 in its time period for seven straight months—or 3-station Pittsburgh where, over the full season, it shot up from a third-place 15.6 rating, against two network competitors, to a blazing first-place 28.5!*

It's no wonder then that many major sponsors have made **MANHUNT** the **No. 1 syndicated renewal of the year!**

Included are these regional buys:

DREWRY'S BEER

Chicago
Detroit
Indianapolis
Toledo
Evansville
Ft. Wayne
Bay City—Flint
Davenport—Rock Island
Lansing
Kalamazoo—Grand Rapids
South Bend
Terre Haute
Des Moines
Peoria
Marquette
Cadillac

ALKA-SELTZER

Los Angeles
San Francisco
Portland
Stockton—Sacramento
Seattle
Spokane

GENESEE BEER

Buffalo
Rochester
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Schenectady
Utica
Plattsburgh
Binghamton
Watertown
Erie

39 ALL NEW, EXCITING HALF HOURS

For more information on how **MANHUNT** can call the sales shots for you, contact

SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

* Source: ARB

MORE THAN 33 HOURS
of LOCAL programming
EACH WEEK

This is the PLUS factor that makes WOC-TV more exciting — more interesting — *more effective* than the competition. Yes, more local programming for homemakers, for sports fans, for youngsters . . . all this in addition to NBC, top ABC shows and the best of the syndicated shows.

These are the people that buy products in the nation's 47th TV market. More than 2 billion dollars in retail sales ring on the retailer's cash register. Over 438,000 TV homes are within the 42 counties of WOC-TV's coverage area.

And to help you get the maximum number of these dollars WOC-TV specializes in effectively co-ordinating and merchandising your buy at every level — the broker, wholesaler, direct salesman, key buyer as well as the retail outlet.

Your PGW Colonel has all the facts, figures and other data as well as day by day availabilities. See him today.

WOC
PRESIDENT Col. B. J. Palmer
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EXEC. VICE-PRESIDENT Ralph Evans
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RESIDENT MANAGER Ernest C. Sanders
SALES MANAGER Pax Shafer
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ROCK ISLAND, MOLINE, EAST MOLINE } ILL.
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PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES
NBC

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start *my* subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name *title/position**
company name
address
city *zone* *state*
Send to home address — —

* Occupation Required

ance of June 20 deadline. Reply comments now due Sept. 16. (Dockets 13340 and 13374.)

Sept. 2-4—West Virginia Broadcasters' Assn. annual fall meeting. The Greenbrier, White Sulpher Springs.

Sept. 12-15—Premium Advertising Assn. of America. Hotel Astor, New York.

Sept. 12-13—Radio Advertising Bureau course (in eight cities) on better radio station management. Starved Rock Lodge, Utica, N.Y.

Sept. 15-16—Public Utilities Advertising Assn. Region 5 meeting. Tampa Terrace Hotel, Tampa, Fla.

Sept. 15-16—Radio Advertising Bureau course (in eight cities) on better radio station management. Lincoln Lodge, Columbus, Ohio.

Sept. 18-20—Louisiana Assn. of Broadcasters convention. Sheraton-Charles Hotel, New Orleans.

Sept. 19-20—Radio Advertising Bureau course (in eight cities) on better radio station management. Pocono Manor Inn, Pocono Manor, Pa.

Sept. 19-21—Institute of Radio Engineers national symposium on space electronics and telemetry, Shoreham Hotel, Washington.

***Sept. 22—AP Michigan Broadcasters** meeting. St. Clair Inn, St. Clair, Mich.

Sept. 22-24—Advertising Federation of America Tenth District convention. Little Rock, Ark.

Sept. 22-24—Michigan Assn. of Broadcasters fall convention. St. Clair Inn, St. Clair, Mich.

Sept. 23-24—Institute of Radio Engineers, Professional Group on Broadcasting sponsors 10th annual broadcasting symposium. Willard Hotel, Washington, D.C.

Sept. 26-27—Radio Advertising Bureau course (in eight cities) on better radio station management. Williamsburg Inn, Williamsburg, Va.

Sept. 28—Assn. of National Advertisers workshop on advertising management. Ambassador Hotel, Chicago.

Sept. 28-29—CBS Radio Affiliates Assn. annual convention. Waldorf-Astoria Hotel, N.Y.

Sept. 29-30—Radio Advertising Bureau course (in eight cities) on better radio station management. Diplomat Hotel, Hollywood, Fla.

OCTOBER

Oct. 2-4—Advertising Federation of America Seventh District convention, Chattanooga, Tenn.

Oct. 3-4—Radio Advertising Bureau course (in eight cities) on better radio station management. Terrace Motor Hotel, Austin, Tex.

Oct. 3-5—Institute of Radio Engineers sixth national communication symposium, Hotel Utica and Utica Memorial Auditorum, Utica, N.Y.

Oct. 4—Retrial of former FCC Commissioner Richard A. Mack and Miami attorney Thurman A. Whiteside, charged with conspiring to rig the Miami ch. 10 tv grant (first trial ended in a hung jury).

AWRT Conferences

Sept. 16-18—American Women in Radio & Television board of directors meeting. Statler-Hilton Hotel, Washington, D.C.

Sept. 23-25—AWRT southwest area conference. Skirvin Hotel, Oklahoma City.

Sept. 30-Oct. 2—AWRT southern area Music City, USA conference, Andrew Jackson Hotel, Nashville, Tenn.

Sept. 30-Oct. 2—AWRT New England conference. Springfield, Mass.

Oct. 7-8—AWRT Heart of America conference. Chase Hotel, St. Louis.

Nov. 4-6—AWRT Pennsylvania conference. Harrisburg, Pa.

AAAA Conventions

Oct. 13-14—American Association of Advertising Agencies, central region annual meeting. Ambassador West Hotel, Chicago.

Oct. 16-19—AAAA, western region annual convention. Hotel del Coronado, Coronado, Calif.

Nov. 2-3—AAAA, eastern region annual conference. Biltmore Hotel, New York.

Nov. 30—AAAA, east central region annual meeting. Statler Hilton Hotel, Detroit.

ROBERT McLEAN
IS THE
PACESETTER
IN ICE SKATING

He covered 50 yards in 5 seconds!

WSAI

IS CINCINNATI'S
PACESETTER
RADIO STATION

WSAI offers Cincinnati's most comprehensive drug and cosmetic merchandising plan . . guaranteed display in 42 high-traffic drug stores, plus counter cards and window streamers. Your product as the WSAI Special of the Week insures sales response from the thousands of shoppers who make WSAI a daily listening habit. In Merchandising . . in Programming . . in Productivity . . WSAI is Cincinnati's PACESETTER Radio Station.

Represented Nationally by GILL-PERNA New York, Chicago, Los Angeles, San Francisco, Boston, Detroit, Atlanta
THE CONSOLIDATED SUN RAY STATIONS WSAI – *Cincinnati;* WPEN – *Philadelphia;* WALT – *Tampa*

MONDAY MEMO

from **LESTER J. SHOLTY JR.,** *account executive, Kenyon & Eckhardt, Los Angeles*

There's sound selling in a selling sound

The sound of selling is the sound of the sixties. It's the Good Humor man's bells. It's the Helms' Bakery wagon with its Helmsman's whistle.

But the sound of selling isn't new. It goes back—way back. Those who lived in the days of the steam engine surely remember, with a touch of nostalgia, the plaintive tone of the locomotive whistle in the still of the night as the train hurried across the lonely countryside. "Awaaay . . . Awaaay . . . Come awaaaay with me," it seemed to say. Railroad men may not have realized it, but they had an exclusive on one of the greatest sounds for selling travel in the history of transportation.

More recently, the sound of selling was Winston Churchill's confident and reassuring voice as he made his famous "blood, toil, tears and sweat" radio speech in World War II to the British people when Hitler's invasion of the British Isles was expected hourly and England was taking the worst pummelling in its long history.

Emotional Impact ■ There are so many sounds that make a dent in our conscious and emotional structure in one way or another. There's the sound of disaster. Did you ever hear the broadcast of the Hindenburg explosion in 1937? Then there's the sound of life —like the first squall of an infant when brought into the world. And surely, nothing better describes the sound of speed and power like the deep roar of an Atlas missile as it struggles to leave the launching pad. Then there's the sound of sentiment and memories like Jackie Gleason's misty music.

With the enormous improvements in high fidelity reproduction and with radio and recording techniques at their all-time best, an increasing appreciation of the value of sound in selling has evolved. This is evident in an abundance of commercials that wield the sound to sell merchandise.

But there also seems to be a corresponding rise in mediocrity in the application of sound in radio commercials. Too many of them listen alike—talking out of the advertiser's mouth instead of into the listener's ear.

In so many cases the effect of sound on human consciousness appears to be underestimated. This doesn't mean that it should intrude, interrupt, jangle or be rude to make an impression. It should be implemented effectively to compliment the product and to aid the message, but not to detract from or to impede its delivery.

Creative Challenge ■ Now, not all products immediately associate themselves with a sound—a natural, readily recognized sound. And this is where the creative and production rub comes in. An advertiser that can't use a cash register ring like a finance company or a jet engine for an airline must build the sound of selling another way.

Les Sholty Jr. cut his advertising eye teeth as copywriter on Hotpoint account at Maxon Inc., Chicago. During World War II he was Navy aviator and ended his service as lieutenant eommander. He has worked as account executive on Ford account with J. Walter Thompson Co. in Chicago and was account executive on Ford institutional account for Kenyon & Eckhardt in Detroit during Ford's 50th anniversary. He currently serves as account executive on Los Angeles District Mercury Dealer account which recently received award from Southern California Broadcasters Assn. "in recognition of PDQ Mercury as one of the most creative and effective campaigns by an advertiser in 1960."

The sound of selling is the sound that captures a slice of the human mind and convinces the listener "This is for you." It need not be bombastic. It must be pleasant. It must be memorable. It must create desire. It can be humorous, if the product lends itself to it. And finally, as David Sarnoff once advised an aspiring but nervous young performer in the early days of radio, "Speak to the microphone as though it were an ear, not a megaphone."

Probably the single most important value in sound is its capacity to convert to practical use the immeasurable quantity of memory material stored in the human mind. But to draw on this accumulation of mental memorabilia—to convert it to the advertiser's best advantage, to impart the sound of selling—ask yourself this question before taking typewriter in hand, hiring talent or engaging studio facilities: "Does it *sound* like my client's product?" The answer to this question is the key to the sound of selling.

Copy and Ideas ■ All this doesn't mean that a single sound will ever replace a good selling and copy idea and the right words—the words that snap, crackle and pop, the words that sizzle with consumer benefits and create desire. After all, words were the first, the original sounds.

The name of the game is to sell. And crisp creative concepts, combined with bright, easily understood picture words and intelligent sounds make for the sound of selling.

People are ear conscious. There are more ears and eyes tuned to air media than ever before. The numbers of radio and tv sets in homes are the highest in history. Sound has bloomed and is an integral part of our everyday life. It represents companionship. Use it effectively. Convert the sound of life to the sound of selling.

But it must 'sound' like your product

Absinthe Frappé

...Old New Orleans Favorite

As served at Lafitte's Blacksmith Shop

WWL-TV... new New Orleans Favorite

Easy to make:

Fill 10-oz. tumbler with finely crushed ice. Pour in a dash of simple syrup, a dash of anisette and 1½ jiggers of any absinthe substitute, such as Herbsaint. Drip water over ice until tumbler is filled.

Voilà—frappé! If you prefer it served as a cocktail, remove ice.

Romper Room, WWL-TV's standout morning show, delivers the audience at the lowest cost-per-thousand of any kid show in the New Orleans market—even lower than afternoon kid shows.

It makes sound sales sense to catch the kids in the morning before mom goes to shop—not in the late afternoon, when she has already completed her day's shopping. ARB (April, 1960) shows Romper Room leading all competition with a 9 rating.

Represented nationally by Katz

WWL-TV

NEW ORLEANS

Unsold products cost you money. Unclaimed by customers, they're the goods that eat up your profits and space ... time and confidence. Put the **KTVH Brand** on your goods and corral the profits, just as thousands of manufacturers, producers, distributors and merchants have done.

KTVH

the brand that sells in WICHITA

The **KTVH** branding iron is always hot. Just get the brand on your goods or services, and sales will begin to sizzle. **Meanwhile, back at the ranch** ... you'll round up increased profits from new customers and lasso repeat sales, as well; for **KTVH** is a brand of confidence. As sure as the **good guy** wears the white hat, you'll protect your profits from slow-sale rustlers ... and you'll spur on prospective customers who know from experience they can rely on the **KTVH** brand. Buy **KTVH** with unduplicated CBS coverage in Wichita and 14 other important Kansas communities.

BLAIR TELEVISION ASSOCIATES
National Representatives

CBS
KTVH KANSAS
■ WICHITA AND HUTCHINSON ■

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate

Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

Broadcasting ■ Telecasting*
* Reg. U. S. Patent Office

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OPEN MIKE®

St. Louis tv home count

EDITOR: Data shown in our recent release of ARB estimates of television households, pertaining to St. Louis, Mo. (issue of June 20, page 80), should be corrected to read: St. Louis—total households, 465,900; television households, 428,100; percent with tv, 92%. The corrected figures include both St. Louis County and the independent city of St. Louis. The earlier figures for St. Louis were incorrect due to clerical error.—*Maurice Abrams, Manager, Research Planning and Design, American Research Bureau Inc., Beltsville, Md.*

Knight Newspapers' reply

EDITOR: Some statements in your July 4 editorial (page 90) on Rep. Oren Harris (D-Ark.) are completely erroneous and unfair.

You said Mr. Harris' anger over the Congressional expense account expose in Knight Newspapers is "understandable" and that the *Detroit Free Press* stands accused of "highly questionable ethics." Any such charge is entirely unfounded.

The picture *The Free Press* used with the story about [Rep. Harris'] Hawaiian junket was taken from our files. There was nothing "phony" about it, as you suggest. It was not distorted in cropping. It was taken by a freelance photographer at a Washington party. Our presentation did not imply in any way that it was an on-the-spot photo taken in Hawaii. . . .

Mr. Harris was not given a runaround when he tried to get an explanation. On the contrary, we went to unusual lengths to contact the Washington photographer to get the complete details and send them to Mr. Harris. He also was given every opportunity to tell us what was wrong with the story, and never did.

It is also unfair to say the expense account stories "smeared" all members of the House. Our stories and editorials repeatedly pointed out that only a few congressmen were involved. A patient search of over 25,000 vouchers by our reporters turned up the examples of abuse. Rep. Harris happened to be among them.

You state it was easy for the "adroit Arkansan" to sell his colleagues on his amendment. It is important that this same adroitness not divert your attention, or the public's, from the facts. The final fact is that within a month Congress, to its credit, voted to stop the abuses which we disclosed.

The story on page 70 of your June 27 issue on Rep. Harris' speech also gives an erroneous impression of Knight Newspapers in connection with our

What Do Politicians Do On Their Day Off?

These days, chances are they do exactly what they do on their days on; they talk about politics. And some of their topics might be: "Planning Our Foreign Policy," "The Farmer," "The Middle East," or "Building A Highway." It is no coincidence that these happen to be four of the more than 700 titles in the Encyclopaedia Britannica Film Library—pioneered and presented by Trans-Lux Television Corporation.

Politicians—and just plain people—particularly young people—are alert to the need for more basic knowledge about the world in which we live. EBF has produced the films—Trans-Lux has packaged them into solidly successful programs—and today, scores of TV station managers, program directors, and film directors know that this is an invaluable source of material.

EB Films cost no more than ordinary films. Get the facts TODAY!

TRANS-LUX TELEVISION CORP.

625 Madison Ave. · New York 22, N. Y.
PLaza 1-3114-5 · For information contact
RICHARD CARLTON, Vice President
In Charge Of Sales · NEW YORK · CHICAGO · HOLLYWOOD

3rd in a series

OUTDELIVERS ALL THE OTHERS IN THE MARKET PUT TOGETHER

WCKY IS SOME BUY!

Outdelivers . . . and outperforms . . . and outcirculates every other station in the Cincinnati market! So much so that in one important three-hour time period, WCKY delivers more different homes monthly than all other stations in the market put together. Next time you buy Cincinnati ask Tom Welstead in New York or AM Sales anywhere else to prove to you why that 'CKY is some buy.

WCKY • RADIO
50,000 WATTS
CINCINNATI

stories about House expense abuses. . . .

The second paragraph reads: "Cheering congressmen, who gave Rep. Harris a standing ovation from both the Democratic and Republican sides of the aisle when he got through, found it impossible to ignore—even if they had so chosen—the angry Arkansan's charge that two of the payola bill's opponents are none other than Knight Newspapers and *Time*; and that their stories about congressional spending of public money were attempts to intimidate his Legislative Oversight Subcommittee into laying off the two companies' tv and radio properties."

While it says this was a "charge," the use of the words, "found it impossible to ignore—even if they had so chosen," clearly leaves the impression the charge is true or that BROADCASTING believes it to be.

Nothing could be further from the truth. . . . Jack Knight wrote his "Editor's Notebook" on this last Nov. 22, 1959, and [our] editorials and cartoons . . . show that the *Free Press* had editorially demanded, not opposed, cleanup of the payola situation. Similar editorials appeared in other Knight Newspapers.—*Lee Hills, Executive Editor,* Detroit Free Press.

'Captain Kangaroo' schedule

EDITOR: I note in your television network showsheet contained in the July 4 issue (pages 74-75) that there is an error with respect to the Saturday morning schedule.

The *Captain Kangaroo* program is carried on the CBS network on Saturday mornings from 8-9 a.m. as well as Monday through Friday 8:15-9 a.m. —*Arthur Zeiger, Robert Keeshan Assoc., New York.*

'Evolution in star contracts'

EDITOR: . . . it would appear that it was about high time some "Spirit of Independence" was exercised in the star-contracting business. . . . There has long been a great reservoir of competent talent, as is being revealed every day on both radio and tv . . . the networks may be getting just about what they bargained for but did not anticipate.—*Iva Burris, Marietta, Ga.*

BROADCASTING

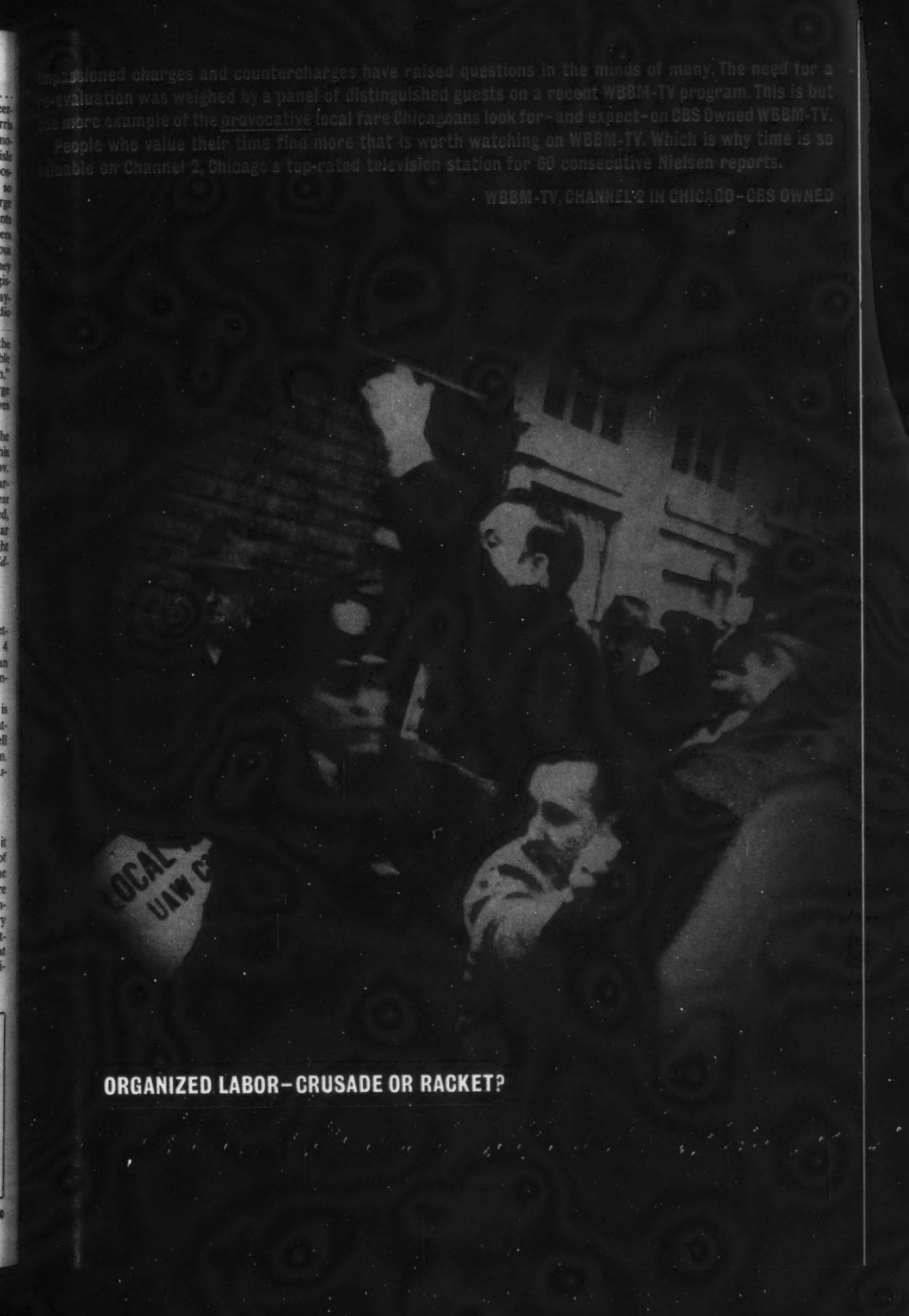
SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

Impassioned charges and countercharges have raised questions in the minds of many. The need for a re-evaluation was weighed by a panel of distinguished guests on a recent WBBM-TV program. This is but one more example of the provocative local fare Chicagoans look for—and expect—on CBS Owned WBBM-TV.

People who value their time find more that is worth watching on WBBM-TV. Which is why time is so valuable on Channel 2, Chicago's top-rated television station for 60 consecutive Nielsen reports.

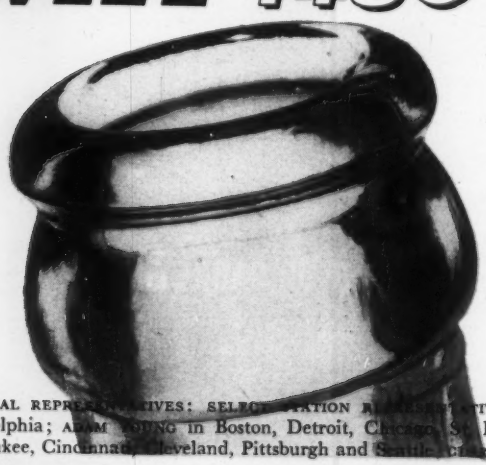
WBBM-TV, CHANNEL 2 IN CHICAGO—CBS OWNED



ORGANIZED LABOR—CRUSADE OR RACKET?

Community Club Awards. *5,095,320 Pepsi bottle caps are impressive! Especially when you have to count them, as we did. Just one of the many Community Club Awards sponsors in Richmond . . . and all from just one 13-week cycle! Put* **your** *product on the next CCA cycle in Richmond . . . most sociable advertising you can do! CCA stations in Richmond and central Virginia:*

WXEX-TV CH 8
WLEE 1480



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NATIONAL REPRESENTATIVES: SELECT STATION REPRESENTATIVES in New York, Baltimore, Washington and Philadelphia; ADAM YOUNG in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; BLAKE BROWN COMPANY in the South and Southwest

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

July 18, 1960
Vol. 59 No. 3

TV'S COMPLEX LABOR CONTRACTS

An ever-thickening paper jungle threatens to stifle the medium

Closed doors in Washington's Sheraton-Park Hotel this week will shield the latest strategy moves in what has become one of the most complicated labor-management mazes in any industry.

Delegates to the annual convention of the American Federation of Television & Radio Artists will frame their demands to be incorporated into a new union contract for presentation to the networks later this summer. The resultant AFTRA pact will be typical of the perplexing myriad of agreements negotiated in the television industry, and undoubtedly will reinforce a conviction expressed by a tv executive last week that "tv labor negotiations and contracts are the most complex in the world."

Union officials and labor relations directors at the networks and at film producers' associations interviewed by BROADCASTING accept this description as an industry fact-of-life. They concede, too, that contracts likely will become more complex, as both unions and management insist upon provisions that are detailed and precise to protect their respective rights in a fluid industry. They confess, too, that the utopia of protection has yet to be attained.

This summer and fall promise to provide one continuous round of headaches to the contract negotiators. The four major contracts at the networks expire either late this fall or before the end of the year. The unions involved, in addition to AFTRA, are Local 1 of the International Alliance of Theatrical Stage Employes, covering stagehands; the Directors Guild of America; the National Assn. of Broadcast Employes & Technicians at ABC and NBC and the International Brotherhood of Electrical Workers at CBS. NABET and IBEW represent technicians at their respective networks.

More of Same ■ Networks and unions are reluctant to discuss the direction of negotiations, but it is reasonable to assume that a new wave of wage increases, improvement in re-issue fees, and a strengthening of job security provisions will be sought by labor. One certainty: the contracts will be detailed, precise and voluminous.

The weightiness of network contracts is exemplified by the present AFTRA code with the networks, which expires Nov. 15. It runs 40 full-sized pages and ranges over these topics:

Fees for principal performers, announcers (off camera and on camera), dramatic shows, commercial performers, news shows, extra rehearsal, chorus dancers, chorus singers, specialty acts, sportscasters, walk-ons and extras, sustaining programs, live repeat programs, programs in excess of two hours, retakes, previews and warm-ups.

Also: after-shows, models, stand-ins, understudies, hazardous performances, remotes, compensation for traveling, program auditions, talent auditions, doubling, definition of a line ("not more than ten words"), definition of walk-ons and extras, and cast credits.

Also: rehearsal day and overtime, minimum call, incidental rehearsal, extension of rehearsals span, overtime beyond 40 hours, rest periods, meal periods, wardrobes, wigs and appurtenances ("performers are not required to furnish special wardrobe, special wigs or appurtenances") wardrobe hygiene, dressing rooms, over-scale contracts, additional services, cancelled programs, postponed programs, payment schedule, disability insurance, non-waiver of rights, individual contracts, deduction of social security and withholding contracts.

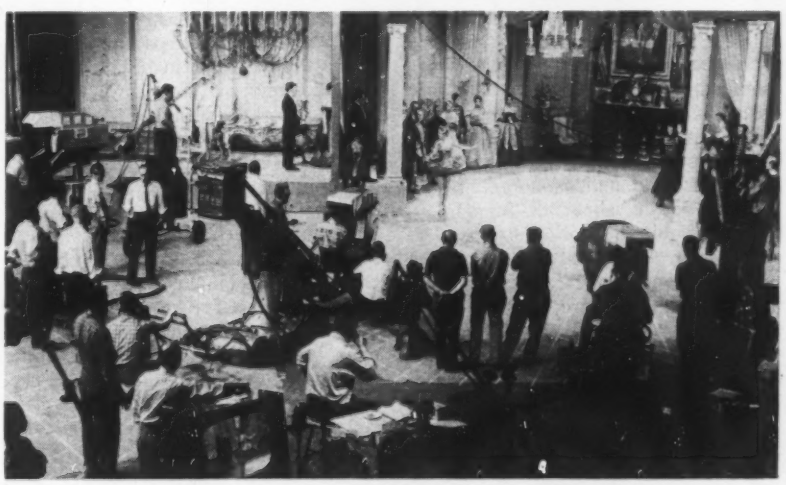
The complexity of labor relations in broadcasting can be gauged by these signposts:

■ The awesome number of contracts signed. The tv networks hold pacts with approximately 80 different unions and locals, and tv film producers in New York, Hollywood and other cities are under contract to more than 25 different unions.

■ The classifications within a single union or local often are numerous and provisions have to be signed for each group. For example, the Directors Guild of America (formerly the Radio & Television Directors Guild) signed 23 different contracts with the networks for various categories of directors in New York, Chicago, Los Angeles and Washington. Another example: a film producers' contract with a New York local of the International Alliance of Theatrical Stage Employes covered wages and working conditions for 17 different types of workers.

■ Contracts are lengthy, precise and detailed. These characteristics are said to result from the nature of the broadcasting industry, since it utilizes such a vast variety of talent and employes, each with peculiarly unique working condi-

How many unions are in this picture?



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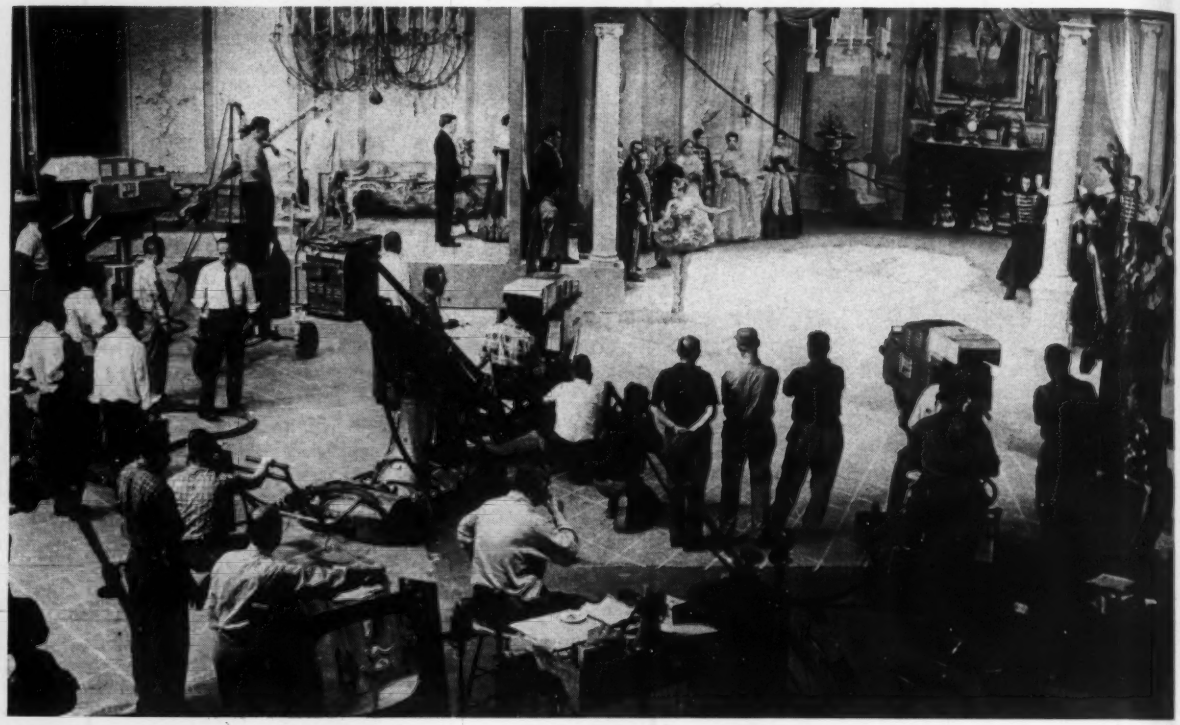


How many unions are in this picture?

On this NBC-TV special, the color cameras, the camera dollies and the dolly pushers are manned by NABET men, who also handle the cameras and the boom mikes. The stage manager is a member of the Directors Guild of America. The busy men who move the props are with Local 1 of IATSE, but the props were created and put together by members of Local 829 of the Scenic Designers, Scenic Artists and Costumer Designers Union. The chandeliers, fireplaces and furniture were fashioned by scenic designers, transported to the front of the studios by truckmen belonging to the International Brotherhood of Teamsters, and carried into the premises by Local 1 of IA workers. The dancers and extras belong to AFTRA; their costumes were altered and fitted by employes belonging to IATSE Local 764, wardrobe attendants union and their coiffures were handled by members of IATSE Local 798, make-up artists and hair stylists. The music was performed by musicians belonging to the AFM. The script was by writers belonging to the Writers Guild of America East. The visible wiring comes under the jurisdiction of IBEW Local 3 since it concerns maintenance electricity (if wires are attached to a camera or other broadcasting device, that's NABET's territory). Behind the scenes the flip cards and other visual cues were created by artists of IATSE Local 841. And to be certain the set was properly air conditioned, NBC used NABET members.

tions. Precision is needed to forestall, if possible, problems involving property rights and union jurisdictional disputes.

Number of Members ■ Television's complicated labor contract structure exists even though broadcasting is not regarded as highly unionized. Latest figures issued by the NAB show that at networks and stations, approximately 16,000 (19%) of about 85,000 employes are unionized. This figure may be deceptive in that it does not reflect the substantial number of radio-tv workers who are administrative, executive and clerical personnel. Statistics for workers employed in tv film are difficult to compute, since these workers are engaged, to varying degrees, in theatrical films, documentary films, industrial films, as well as tv films.

Technicians holding cards in NABET and IBEW form the hard core of staff union membership, estimated by NAB to total approximately 8,500 workers at networks and stations. Other unions with large memberships are AFTRA, 3,000 workers (not including the substantial number of free-lance performers who work on a casual basis); Local 1, IATSE, approximately 1,200 stagehands and associated employes; Directors Guild of America, more than 1,000 directors and stage managers.

Statistics are not always meaningful because many of the unions involved in tv consist of employes who are not staff and earn part of their livelihood in other communications and entertainment areas, such as the theatre, the motion pictures, publishing. This is particularly true of members of the American Federation of Musicians, the Writers Guild of America, Directors Guild of America, IATSE, and Screen Actors Guild.

Adding to the complexity of contract negotiation is the multiplicity of locals within a union, for which the networks and film producers must negotiate separate contracts. This is particularly true of the AFM, WGA, DGA, IATSE, NABET and IBEW. But there are many smaller unions on the contract scene, including United Scenic Artists (scenic designers and artists); International Brotherhood of Teamsters (parking lot attendants and truck drivers); Affiliated Property Craftsmen (prop maker, furniture handler, draper); American Federation of Guards (policemen and firemen); Screen Extras Guild (extras and stand-ins); Screen Story Analysts (script readers) and others.

How did it all happen?

Management and union officials agree that their headaches mounted with the evolution of television. They point out that tv inherited the amalgamated labor pains of radio, motion pictures and the

theater, and cite these observations:

■ Television began largely as a live medium and labor contracts were shaped after the pattern of radio and the legitimate theater. The growth of film brought in a host of motion picture unions and one major issue that had not been dominant until that time—re-use provisos.

■ Television, which draws upon a multiplicity of talents and skills, developed largely along craft lines. The locals with craft unions often are most zealous of their prestige and attendant rights, and they insist upon separate negotiations and contract provisions they may have gained in other entertainment fields. Probably IATSE is the most dramatic example. The networks have more than 30 agreements with IATSE locals, covering such titles as stagehands, soundmen and electricians as well as make-up artists, hair stylists, film editors, graphic artists and even drapery workers. The range of occupations makes pin-pointed provisions a necessity.

■ The question of rights has become more acute in tv in recent years because of the emergence of film and video tape. At the outset, a writer's script was used once and shelved. Today, scripts may be used several times. The rights of the writer and the network or the producer must be spelled out fully in the contract. Management agrees that contracts covering writers are the "most difficult" to fashion. They run about 80 pages and cover rights, re-issue provisions, subsidiary uses and management and writer restrictions.

■ The spreading re-use payment principle created the need to devise detailed formulas to cover various types of creative personnel, including conditions for replays, fees covering number of markets, and other contingencies.

One indication of the preciseness with which contracts are framed is underscored in this clause in the AFTRA pact with the networks:

"In the event that the program for which the performer is engaged is complained of and any prosecution, civil or criminal, private or governmental, shall follow, producer agrees at his expense to defend the performer and to pay all charges and judgments incurred. This paragraph does not apply to a case where the prosecution is in respect of material furnished by the performer or acts done by the performer without the authorization of the producer."

The large array of job classifications covered by tv film labor contracts includes the following off-beat occupations: truck driver, car hop, auto mechanic, dog trainer, dog handler, seamstress, floorlady, greensman, foreman, policeman, painter, paperhanger, upholsterer, sign writer, tailor, custumer, millinery maker and licensed powderman.

Contracts often contain clauses applicable only to a specific craft operating under certain conditions. The AFTRA pact, recognizing the geographical expanse of Los Angeles and the expense of transportation, has this provision:

"Each extra shall be paid $1.50 as transportation expense whenever called for a second audition or interview within Los Angeles County."

AFTRA also insists, for example, that dancers have a wooden floor upon which to rehearse. In New York, because of a lack of facilities, dancers in the past often had to use marble floors in halls. This group rose up in arms and persuaded AFTRA to press for the wooden floors. This is now standard in the union's contracts.

An IATSE contract takes note of hazardous work that its members have to perform and covers it this way:

"In the event that any soundman, electrician, propertyman, grip or shop craftsman is assigned work involving aerial flights, submarine diving or artificial air helmet diving, he shall be covered by a personal accident insurance policy, insuring against death and/or dismemberment in the amount of $20,000 and providing for weekly indemnity of $100 in the event of total disability, as such term is commonly understood in the insurance field, for a period of 52 weeks."

The possibility of pay tv hovers over some of the industry contracts. The recently-negotiated contract covering film writers at studios and networks contains a clause under which producers agree to negotiate an agreement for pay tv before releasing films made for free tv to pay tv. If no agreement is reached, the Writers Guild of America may cancel its free tv contract.

Union and management officials agree that as conditions shift in the industry, provisions will be inserted in pacts to reflect the changes. The rash of overseas originations, for example, prompted some of the unions to insist upon insurance to safeguard members travelling to foreign countries.

And so it goes. Detail upon detail upon detail.

Postscript ■ But despite the complexity and meticulous attention paid to contracts, one group apparently has been overlooked: cats and dogs. The teamsters have not yet insisted upon transporting a cat or a dog to a studio and talent unions have shown scant inclination to cover any kind of animal under their contracts. The owners of animals to date have been negotiating as skillfully as they can to obtain a square deal for cats, dogs and other animal performers.

But a spokesman for Animal Talent Scouts Inc., New York, which supplies a wide assortment of animal performers to New York and Hollywood tv, motion picture and theatrical organizations, is miffed by the lack of protection given to his charges and adds:

"We've been trying for several years to get AFTRA, SAG and Equity to cover animals under their contracts. After all, many of them have become stars or distinct personalities and have helped many productions. Aren't they entitled to minimum rates and to the protection given to other talented performers?"

Another entry in a crowded field

Still another union is moving in on broadcasting. It's the Communications Workers of America and it has just signed a contract with WFMY-TV Greensboro, N.C., its first in the field.

The electronics communication union, with 300,000 members, is understood to be active in both the North and South. Its southern strength of 100,000 members includes Southern Bell and Southwestern Bell, according to union sources.

In announcing the Greensboro contract the union said it had negotiated a 13.9¢ hourly basic wage increase, or $5 a week for eight of nine technicians and $10 for a new employe. Another $5 is provided in a year. The contract was effective the first week in July. Progression schedules were cut from 8 to 3½ years, according to the union. Starting pay was said to be up from $65 to $80 a week, top pay from $107 to $112. Other provisions described by the union were three-week vacations at the end of nine years' service and double time for the first five hours on holidays plus 2½ time.

Gaines Kelley, general manager of WFMY-TV, said the long-standing company operating manual specifies the same overtime and vacation features in the CWA contract for all station employes. "This union contract is not an outgrowth of discrimination," Mr. Kelley said. "Many provisions of the contract have been in effect for all employes over a period of many years." He said WFMY-TV had begun development of new working conditions for the entire staff last Feb. 4, a month before it heard of the technicians' organization move.

RADIO'S AUDIENCE JUST LIKE TOPSY

RAB's new sales ammunition tells statistical story of growth

Need to convince yourself—or advertisers and agencies, if you're a salesman—that radio is a good buy?

The Radio Advertising Bureau thinks you'll find most of the basic answers you need in a pocketpiece it's releasing today (July 18). The booklet packs into 34 pages, statistics on such basic elements as radio's size and reach, its growth, the composition of its audiences and their tuning habits, and its cost and how this compares with that of other media.

For the most part the material represents a recapitulation and updating of existing basic research rather than strictly new data. One exception is an hour-by-hour delineation of audience composition (see chart), a type of breakdown seen much more frequently for television than for radio in recent years. But the biggest overall value of the booklet *Radio 1960*, it was felt, is in its concentration of such a mass of radio statistics in one place.

Profile: the when & who of listening

Time	Audience	Women	Men	Teenagers	Children
6 AM— 7 AM	4,234*	46%	47%	4%	3%
7 AM— 8 AM	10,171	44	44	9	3
8 AM— 9 AM	9,961	50	39	8	3
9 AM—10 AM	7,964	64	26	5	5
10 AM—11 AM	7,337	67	23	5	5
11 AM—12 Noon	6,908	67	24	4	5
12 Noon—1 PM	6,848	65	25	5	5
1 PM— 2 PM	6,486	67	23	5	5
2 PM— 3 PM	6,599	63	26	7	4
3 PM— 4 PM	6,606	60	24	12	4
4 PM— 5 PM	8,891	45	42	10	3
5 PM— 6 PM	8,343	48	38	11	3
6 PM— 7 PM	7,394	42	45	11	2
7 PM— 8 PM	6,270	43	45	10	2
8 PM— 9 PM	5,174	44	45	9	2
9 PM—10 PM	4,416	44	45	9	2
10 PM—11 PM	3,763	45	47	7	1
11 PM—12 Mid	2,550	46	49	5	**

*Above data based on recently conducted survey in 27 major metropolitan markets. Add 000 to the audience figures to get Radio's total hour-by-hour reach (in these 27 markets only). **Less than 1%

Among them—aside from the fundamental that there were almost 156.4 million radio sets in working order in the U.S. on Jan. 1, 1960, as against

How a tv station broke the department store barrier

WHNB-TV New Britain-Hartford, Conn., cracked the department store trade with a Christmas promotion that turned into a year-around boon. On the books to date: two department store accounts in a market where this business previously had been a virtual newspaper monopoly.

The pioneer department store was E.J. Korvette, eastern discount chain based in New York. Results were so satisfactory that Korvette came back after the holiday for successive campaigns, varying the approach.

Results must have been obvious in the marketplace as well. Another department store, Sage Allen of Hartford, took 13-week sponsorship of a five-minute news commentary twice weekly on WHNB-TV.

When station account executive Robert H. Gruskay approached Korvette last December, he took a presentation inspired by a store campaign conducted on New York tv some years back. (He used to be a Ted Bates timebuyer in New York.) The plan calls for a battery of ID's throughout the day on one or two items of merchandise. The concentrated barrage is designed to produce immediate sales impact the next day.

Store manager Earl Perlov and Mrs. Eve Nelson, promotion manager for the chain, bought the idea for the Christmas season. They took about 25 ID's Wednesdays and Fridays, starting at 8 a.m. and riding through the day, winding up past midnight with *Jack Paar Show* adjacencies on the NBC-TV affiliate. Wednesday spots alternated between two items marked as Thursday sale specials and the Friday flight promoted two more for Saturday. Mr. Perlov and Mr. Gruskay personally set up each day's campaign, using a one-two slide sequence, showing the store title-address and individual merchandise featured. Sale immediacy and price were stressed both in copy and art.

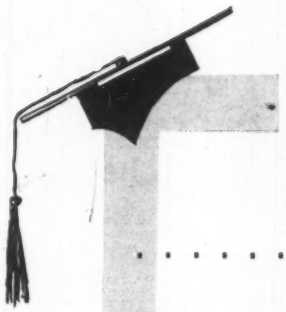
Point of Sale ■ The tv specials were marked in the store with Korvette's symbol, "Mr. E.J." (see picture) and a television set. Traffic at these counters persuaded the client to extend the tv campaign into 1960.

10 second salesman ■ "Mr. E.J." identifies tv-advertised bargains in broadcast ID's and at the E.J. Korvette store counter.

Tv merchandise has included frying pans, electric mixers, pajamas, steam irons, raincoats, men's suits, dishes, games, ladies' sweaters, coats and dresses.

The store found that much of the tv advertised goods would sell out by the end of the sale day and sometimes would all go by noon. While some items sold better than others, the tv schedule produced a sustained response in every case. With the new year, Korvette converted the ID idea to boost traffic in entire departments of the store.

Schedules of both stores have expired now, but WHNB-TV looks for their return in the fall. Meanwhile, Korvette is riding out the hiatus by participating in the third annual "Miss Channel 30 Contest," which offers participating sponsors a combination card of commercials, shared promotional announcements and contest activities over a 10-week period. The package is available for a fee plus donated prizes. Korvette is contributing a half dozen cameras to a jackpot that includes an automobile, fur stole, clothes, television sets, watches and trophies.



.....cum laude!"

WNEM-TV
for outstanding
excellence
in AMERICA!

NBC

A Gerity Station

Represented by Weed Television

Penobscot Bldg.
DETROIT

WNEM-TV

. . . the only Television Station to win the distinguished SCHOOL BELL AWARD in Michigan . . . now joins 5 community-minded colleagues in receiving the National Education Association's coveted SCHOOL BELL AWARD for America!

Conferred upon WNEM-TV, Channel 5, in recognition of outstanding excellence in Education reporting and programming.

Another outstanding FIRST for WNEM-TV . . . Eastern Michigan's award-winning FIRST VHF Station!

CHANNEL 5

WNEM-TV

serving FLINT • SAGINAW • BAY CITY • MIDLAND

YOU MISS

1/2

THE SIX BILLION DOLLAR **WHEELING-PITTSBURGH** MARKET WITHOUT

WWVA

CBS

50,000 WATTS RADIO

ONLY 50,000 WATT NETWORK STATION IN AREA

the **STORER** *station backed by 33 years of responsible broadcasting*

CALL BLAIR

146.2 million a year before—are such diverse measurements as:

98% growth in set ownership since 1949;

More than 18 million sets sold in 1959, or almost twice the total for 1949, with portable-set sales quadrupling and auto-set sales tripling in that period;

7% gain in radio's daily reach in the last two years, rising from 68.9 million persons a day to almost 73.7 million;

U.S. sales of Japanese transistor sets up from 641,000 in 1957 to 4 million last year.

"The most significant figures emerging from our analysis," RAB President Kevin B. Sweeney said, "are those pinpointing the accelerating growth of radio during the 50's despite the fact that this was television's initial decade of fast growth and development."

According to RAB's booklet, all indications point to an even more profitable future for radio in the 1960's, dispelling any thoughts that it is a waning media.

The information was compiled from various research sources, including independent studies as well as a number commissioned by RAB.

RAB officials said that by the end of this month 15,000 copies will have been distributed to RAB members—stations, networks and stations representatives—and advertising agencies. Copies also all will be furnished to advertisers on request.

Manischewitz account added by Grant Adv.

Grant Adv., New York, last week added the million-dollar Monarch Wine Co. (Manischewitz) account. Current Manischewitz billings, through its former agency, Lawrence C. Gumbinner Adv., New York, are estimated from "more than $1 million" to $1.85 million. Television Bureau of Advertising reports $869,000 spent in spot tv last year for the brand.

The transfer, official the first of next month, is the latest development in an aggressive new-business-expansion program Grant has conducted since losing $17 million in national Dodge billings early this year. Since then the agency has hired new executive talent under President Elliott Plowe, moved headquarters from Chicago to New York (international headquarters remains in Chicago under founder-chairman Will C. Grant), merged with Robinson, Fenwick & Haynes in Los Angeles and added new business billing around $11 million, including an automotive client, Fiat cars.

In BROADCASTING's report last week of the Grant-Robinson, Fenwick & Haynes merger, pictures inadvertently were mis-captioned. Identifications should have read, left to right, Mr. Grant, Mr. Robinson and Mr. Plowe.

HOW TO WIN VOTES? ANPA tells politicians to use print media

The American Newspaper Publishers Assn. Bureau of Advertising is using 1956 tv ratings in Detroit to help sell politicians on newspaper advertising this campaign season. The research appears in a sales brochure, "How To Win Votes and Influence People."

Campaign funds are hard to come by, and "it's important to try to determine which medium gives you the most value for your money," prospects are reminded. The booklet then gives television and radio four pages, supporting a thesis that these are entertainment media, and "in the area of entertainment, political telecasts generally fare poorly." These sample ratings, identified as ARB reports, are included:

Detroit Tv Coverage

Sept. 12		Sept. 13	
CKLW-TV	Movie 4.0	Movie	20.5
WXYZ-TV	Eddie Arnold 4.2	Stevenson	3.8
WWJ-TV	Kraft Theatre 17.4	Stevenson	9.0
WJKB-TV	I've Got A Secret 36.1	Stevenson	11.8

Not only do political telecasts pull small audiences, but in many instances they stir resentment by pre-empting popular shows, the ANPA bureau claims. Tv ratings from the following October are offered with an added note

Buy big

Radio Advertising Bureau, New York, has published a new pocket presentation on soft drinks, titled "To Top Any Sales Quota, Buy Radio Big." Prospects are reminded that radio's audience soars in summer months when a third of all soft drink sales are made, that radio is a prime medium with teen agers who influence more than 70% of soft drink sales, that radio blankets the country with an average three sets per household, that radio reaches housewives who are the biggest buyers of soft drinks consumed at home and that radio "offers the biggest advertising buy for the money." Points are all documented in the latest addition to RAB's pocket series covering bread, tire, beer, gasoline and airline advertising.

Coke and the 'Copter
give a cheerful lift to Atlanta motorists

Home base for "traffic-copter" is helipad installed by Atlanta Coca-Cola Bottling Co. atop their building in downtown Atlanta.

A sure formula for community acceptance is at work when a responsible station and a civic-minded sponsor join hands to perform an urgently needed public service. The Atlanta Coca-Cola Bottling Company and WSB Radio do this by providing helicopter traffic reports for motorists and the Atlanta Police Department.

A uniformed police officer flies beside our reporter as the 'copter cruises above rush-hour traffic arteries . . . and thousands of car radios hold firm on 750 for reports on bottlenecks ahead, possible hazards, and guidance to more open routes. Helicopter service plus WSB's auto traffic patrol rounds out one of the best radio good-will builders anywhere.

WSB Radio

The Voice of the South / Atlanta

Represented by Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

1ST
IN TOLEDO
FOR 33 YEARS!
WSPD
RADIO
the **STORER** *station*
backed by 33 years
of responsible broadcasting
CALL KATZ

that "half the potential tv audience in Detroit didn't have their sets turned on at all."

Oct. 9		Oct. 10	
WWJ-TV Eisenhower	7.7	Stevenson	6.1
WJBK-TV Broken Arrow	16.4	Climax	21.8
WXYZ-TV Herb Shriner	31.3	Wire Service	14.2
CKLW-TV Movie	3.9	Movie	5.7

No Better ■ In radio, it's worse, according to "How To Win Votes." There are more stations to divide the audience and the radio audience is smaller anyway, the booklet says. In both media, it concludes, people tune in candidates on whom they've already decided, so "in tv and radio a political party talks mainly to itself."

In the case for newspapers, documentation includes findings of a bureau-financed study by Leonard J. Bisbing of Milwaukee during the 1960 primaries. Comparing newspapers, television, magazines and radio, 62% said papers give the most information about what candidates stand for, with 17% citing television and 2% radio. Asked which is best to help a voter make up his mind, 43% said newspapers, 30% television and 2% radio. (Magazines scored 8% on the first question and 2% on the second and "don't know" 11% and 23% respectively.)

The ANPA also quotes a book by the U. of Michigan Survey Research Center, *The American Voter*, stating that print media project a much stronger image of a candidate than radio or television.

Success capsules are given on campaigns of Republican Gov. Mark Hatfield of Oregon, Democratic Gov. Abe Ribicoff of Connecticut and testimonial quotations from various state and local officials and such national officeholders as Sen. A.S. (Mike) Monroney (D-Okla.).

Political sales

Mutual has reported that substantial number of its affiliates have made local sales on MBS special coverage programming of conventions and election. Under MBS' pattern the network sold 20% of programming to Liggett & Myers Tobacco Co. (Oasis) (AT DEADLINE, July 4), and affiliates are making 80% of the package available for local sale. Frank Erwin, assistant to MBS president, announced that of 347 affiliates replying to MBS survey, 61% have sold all their availabilities; 34% have sold more than 50% and 5% have sold half or less.

RADIO'S TOP 20
Pepsi-Cola leads Nielsen Radio Index

A general rise in both total home broadcasts delivered and total commercial minutes delivered is noted in the National Nielsen Radio Index of network radio's leading advertisers, based on the four weeks ending June 5. The ranking of the top five advertisers in terms of home broadcasts is the same as on May 8, with only Electric Autolite and Renault, in second and third place respectively, showing a slight drop in the number of broadcasts. Pepsi-Cola, in the number one spot since February, increased its total home broadcasts delivered by more than 71 million over the total a month ago. Metropolitan Life, which was out of the rankings completely last time, landed high up in both categories in the most recent Nielsen Index.

The complete Top 20 report:

HOME BROADCASTS

Rank	Advertiser	No. of B'dcsts	Total Home B'dcsts Delivered (000)
1.	Pepsi-Cola	544	234,535
2.	Electric Autolite	168	122,938
3.	Renault	166	119,322
4.	R.J. Reynolds	300	108,446
5.	Pharmaco	382	94,989
6.	Metropolitan Life	125	88,372
7.	General Mills	224	85,063
8.	Kellogg	80	58,160
9.	Time Inc.	85	57,212
10.	Ex-Lax	125	50,243
11.	Radio Corp. of America	88	49,007
12.	Automotive-Amer. Motors	88	49,007
13.	Liggett & Myers	144	40,048
14.	Chevrolet-G.M.	48	33,282
15.	Wagner Electric	42	33,229
16.	A.E. Staley Mfg. Co.	39	30,757
17.	Grove Div.-Bristol-Myer	39	29,574
18.	General Insurance	52	27,298
19.	Sylvania	39	25,964
20.	Aluminum Co. of America	34	25,713

COMMERCIAL MINUTES

Rank	Advertiser	No. Comm'l Mins. Aired	Total Comm'l Min. Del'd (000)
1.	Pepsi-Cola	187	91,612
2.	General Mills	247	87,534
3.	Electric Autolite	126	86,149
4.	Renault	125	83,867
5.	Metropolitan Life	105	70,068
6.	Pharmaco	287	64,583
7.	R.J. Reynolds	193	62,881
8.	Chevrolet-G.M.	72	46,597
9.	Wm. Wrigley Jr. Co.	96	43,854
10.	Time Inc.	63	37,026
11.	Kellogg	57	36,511
12.	Radio Corp. of America	66	33,916
13.	Automotive-Amer. Motors	66	33,719
14.	Ex-Lax	76	31,824
15.	Sterling Drug	86	28,789
16.	Liggett & Myers	112	28,243
17.	A.E. Staley Mfg. Co.	39	28,186
18.	Sylvania	43	27,668
19.	Oldsmobile-G.M.	43	27,148
20.	Curtis Publishing	44	27,001

Ranked by Total Home Broadcasts Delivered and by Total Commercial Minutes Delivered for Individual Advertisers by All Programs and Participation on all Radio Networks Used.

Copyright 1960—A.C. Nielsen Company

LUB DUB
LUB DUB
LUB DUB
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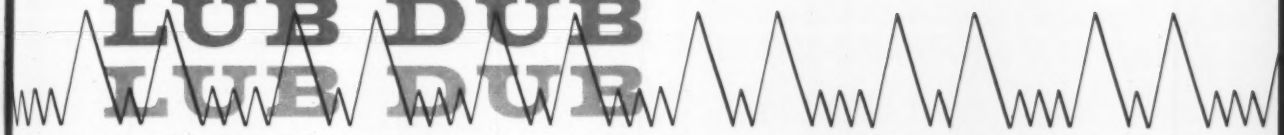
LUB DUB
LUB DUB



Nothing is quite like the sound of a healthy human heartbeat. To describe it they had to coin a word — "lub dub."

We haven't found the proper single phrase to describe the sounds of the healthy, pulsating Greater Oklahoma City Market.

Maybe it's the "clinking" of coins dropping into cash registers.

Maybe it's the crisp rustling of paper money being invested in industrial expansion.

Or maybe it's the sounds of WKY RADIO AND TELEVISION, in the role of prime communicators to the people of the market, aiding in the profitable sale and distribution of the products you have to sell.

Whatever it is, it's a profitable sound, measured in dollars rather than decibels. That is the basis of this part of the story of the industrial and economic growth of the Greater Oklahoma City market... a story of how WKY RADIO AND TELEVISION are selling more things to more people.

This chapter is...

FINANCE

Economic expansion in Greater Oklahoma City . . .
As sound as it is bright!

The growth and vitality of the market is shown in the volume of bank clearings as well as in the savings of its people. One shows the money in circulation. The other shows individual surplus available to spend.

FACTS:

Bank Clearings—

1959	$9,471,518,490
1950	$4,696,653,017

An increase of 101.7%

Savings accounts in Savings & Loan Associations

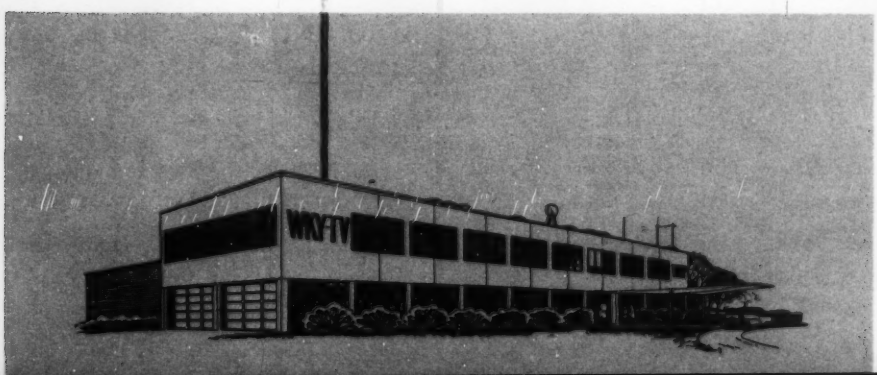
1959	$205,055,589
1950	65,371,216

An increase of 214%

The expansion of Greater Oklahoma City is supported by a chain of dollars with no weak links. It starts with venturesome investors who have faith in the market creating business and industrial expansion. This leads to ever-increasing payrolls to people with the desire to spend and improve their family life. Through all of this there is the safety valve of diversification, so that no one industry setback can cause cash register cobwebs.

Money-circulated and money-saved make Oklahoma City a good place in which to do more business.

Reaching the people with money to spend is the first step in increasing your business. Some of the reasons **WKY RADIO AND TELEVISION** do this so effectively are told on page 4.



Liberty BANK
P
A
R
K

Our Business Is "HEARTBEATS AND FINANCE," too.

We stay close to the hearts of our audience with fine local programming, public service, and genuine pride in our market.

Because of this, WKY RADIO AND TELEVISION have a certain "authority" that furnishes sales power to sponsor's messages.

The result is that dollar for dollar, WKY-TV and/or WKY RADIO will outsell any other tv or radio station in the market. We're experts in the nicest kind of "finance" ... making money for our advertisers. Which, in turn, makes money for us (last year, we enjoyed our biggest volume on both stations in history).

It all adds up this way: The Greater Oklahoma City market is vitally prosperous... making, saving, spending money. WKY RADIO AND TELEVISION have more influence on the people who live in this market than any other media. That's why... OKLAHOMA CITY IS A GOOD MARKET IN WHICH TO DO MORE BUSINESS.

Good Stations ON which to do More Business!

WKY RADIO AND TELEVISION

OKLAHOMA CITY

The WKY Television System, Inc.
WTVT, Tampa–St. Petersburg, Fla.
Represented by The Katz Agency

MOVIEMAN WARNS NEWSPAPERS

Print may lose movie ad money to radio-tv

Unless newspapers can provide motion pictures with the promotional cooperation that is extended by radio and television, newspaper advertising schedules are going to suffer, while the air media stand to gain an increasing share of the movie advertising dollar.

This warning was issued by Paul N. Lazarus Jr., vice president of Columbia Pictures, who declared before the Newspaper Advertising Executive Assn. in San Francisco Tuesday (July 12) that "the assured budget is a thing of the past. Certain pictures cry for radio and television coverage . . . and based on our experience of recent years—they're going to get it even if the newspaper schedules have to suffer." Mr. Lazarus represented member companies of the Motion Picture Assn. of America.

The movie executive's topics included national and local amusement rate structures, the content of the amusement page, tv and what the newspapers are doing to and for tv, and censorship of movie ads in newspapers. He defined a sound motion picture page as "one which is well-balanced between motion picture advertising, editorial comment, illustrations, Hollywood columns, reviews, drawings or art and no outside ads." He stated that a survey of 160 newspapers representing every major market showed that "more than one out of every five newspapers adopts a definitely uncooperative attitude towards motion pictures," while "33% of the papers checked do not even review new movies for their readers."

Made Whipping Boy ■ Mr. Lazarus told the advertising executives that they can do something about the situation: "There are areas of promotion, of contests, of tie-ups which will indicate the good will of the papers toward the motion picture industry. Radio and tv find no moral problem in cooperation; why should the daily press?" He added that the rate structure could use correction and the national-local rate structure could "bear a bit of soul searching. As a matter of fact, we're damned tired of being a whipping boy of both the editorial and business departments of the press," he asserted.

Pointing out that Columbia Pictures' share of cooperative newspaper advertising was $2 million for the first nine months of the current fiscal year, Mr. Lazarus put his company in perspective by comparing this figure with the total of $2,127,000 spent nationally last year by radio and television for newspaper space.

Spend $35 million ■ He estimated that the eight major movie companies will spend close to $22 million in this fiscal year on co-op newspaper advertising expenditures. "Add to this some $500,000 in national newspaper advertising and an estimated $12 million of theatre advertising expenditures and the total hits a tremendous $35 million," he said.

Mr. Lazarus said he realizes that editorial space is not awarded on the basis of advertising volume and that public interest is the primary criterion, "but, given two entertainment media of equal public appeal, does it seem right that the lesser advertiser should receive the greater attention? Particularly when it is an advertising medium competing fiercely with you for the motion picture dollar."

Business briefly

Time sales

Daytime shoppers ■ New ABC-TV daytime program sponsorships include: Peter Paul (Dancer-Fitzgerald-Sample Inc.), Curtis Publishing for *Saturday Evening Post* (BBDO), Dow Corning (Anderson & Cairns), Miles Labs (Wade Adv.) and Ex-Lax (Warwick & Legler), for a combined purchase of 134 quarter hours.

New Advertiser ■ Crown Colorfilm Service, Brooklyn, N.Y. (film developing) is test maketing in spot radio in Utica, N.Y. agency, Philip J. Perlman, N.Y., plans more testing in upstate New York markets, Columbus, Ohio, and areas in Pennsylvania. If tests are successful, advertiser will go national.

Back to school and after ■ Paper Mate Co. (Div. of The Gillette Co.) plans an extensive network spot tv advertising campaign keyed to price reductions on its pens and a back-to-school theme within the framework of a three-month sales drive. Client will push promotion through seven network properties (ABC-TV's *American Bandstand* and *Game of the Week;* CBS-TV's *Verdict Is Yours, Voice of Life, Clear Horizon,* and *Full Circle;* and NBC-TV's *Loretta Young Show* around Labor Day, and follow up with participations on Gillette's World Series and NCAA football telecasts later. Additionally, Paper Mate is buying saturation availabilities in about 70 top markets for two or three weeks after holiday. Agency: Foote, Cone & Belding, Chicago.

Rocky's road ■ General Mills has renewed the animated cartoon series *Rocky and His Friends* for 26 weeks beginning in September. The program, which is produced by Jay Ward Productions, will shift to Thursday and Sunday at 5:30 p.m. on ABC-TV, replacing *The Lone Ranger* in the Sunday slot. Dancer-Fitzgerald-Sample represents General Mills.

Summer special ■ Carter Products has bought *California All-Star Rodeo,* Friday, Aug. 5 (8:30-9:30 p.m. EDT) on CBS-TV for Rise shaving cream. The show will be taped at the Salinas, Calif., rodeo field. Carter's agency: Sullivan, Stauffer, Colwell & Bayles, N.Y.

"Riverboat" buys ■ Warner Lambert Pharmaceutical Co., Morris Plains, N.J., through Ted Bates & Co., N.Y., and Block Drug Co., Jersey City, N.J., through Grey Adv., N.Y., are reported to have bought alternate week, one-third sponsorship of *Riverboat* over NBC-TV (Mon., 7:30-8:30 p.m.), starting in fall. One-third sponsorship is still open.

Agency appointments

■ Kemper Insurance (American Motorists' Insurance Co. and Lumbermen's Mutual Casualty Co.), Chicago shifts estimated $1 million account from John W. Shaw Adv. Inc. to Clinton E. Frank Inc., both Chicago.

■ D'Arcy Adv. Co., Chicago, continues as national product and service advertising agency for Standard Oil Co. (of

ARBITRON'S DAILY CHOICES

ARB

Listed below are the highest-ranking television shows for each day of the week July 7-13 as rated by the multi-city Arbitron Instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thur., July 7	Untouchables (9:30 p.m.)	ABC-TV	20.8
Fri. July 8	77 Sunset Strip (9 p.m.)	ABC-TV	17.3
Sat., July 9	Miss Universe (10:30 p.m.)	CBS-TV	29.1
Sun., July 10	What's My Line (10:30 p.m.)	CBS-TV	20.3
*Mon., July 11	All Star Game (2:45 p.m.)	NBC-TV	12.7
**Mon., July 11	Democratic National Convention		23.3
*Tue., July 12	Search for Tomorrow (12:30 p.m.)	CBS-TV	8.1
**Tue., July 12	Democratic National Convention		21.1
*Wed., July 13	I Love Lucy (11:30 a.m.)	CBS-TV	9.4
**Wed., July 13	Democratic National Convention		30.4

* Highest rating during the day for all shows other than the Democratic National Convention.

** An average of total audience of all three networks during the Democratic National Convention from 8 p.m. until 11 p.m.

Copyright 1960 American Research Bureau

Some new characters for the Navy

The usual procedure in developing an animated commercial campaign for television is to create a character, identify him with the product or service being advertised, and use him over and over in a series of more or less varied situations. Each situation presents a problem which he solves through use of the product or service. Continuity is the key to this technique, whose motto is the tried and true advertising saw: repetition means recognition.

The new series of recruiting spots which Playhouse Pictures has produced for the Navy Dept. represents a complete break with that traditional technique. Each of this series of five 60-second and five 20-second animated films concerns distinctly individual characters. None appears in any of the other nine spots. Each has his own particular problem, his own peculiar worry. What links the 10 individual spots into a series is that the solution to all 10 problems is the same: Join the Navy, young man. Well, that's virtually true but not exactly so. In one or two of the films the answer is: Join the Navy, young woman.

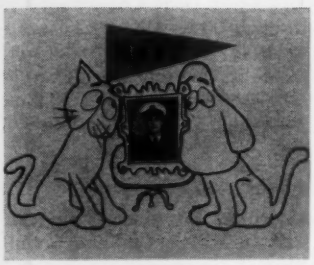
The films, shipped to all tv stations in the country for use as public service material, were aimed specifically at the young men and women of Navy enlistment age. To reach that group, they must "combine salesmanship with entertainment, fusing solid facts with elements of whimsy, humor, striking artwork and modern musical backgrounds," says Commander J. "B" Stewart, Bureau of Navy Personnel, who coordinated the project for the Navy.

Commander Stewart also appreciates that there are other realities of tv life which must be considered. "We realized that there is a great deal of public service film competing for free television time," he states, "and wanted our spots to be original and interesting enough to capture the attention of television station program directors. Once accepted and scheduled . . . (they) must then compete for attention with the steady flow of commercial spot announcements and must therefore be of equal or superior quality to the best of these."

The presentation is done in a variety of ways. There's the cat and dog, gazing at their absent master, agreeing "it's kind of lonesome" but they're "awfully glad he did enroll in Navy Officer Candidate School." There's the graduate, wondering which branch of the service offers him the best opportunities and singing his problem with a chorus of professors in an operetta spot which gives the Navy man the chance to sing: "Oh, see what the Navy offers you. Travel and adventure, yes, and good pay, too. We have many jobs that you might do." And so on to the chorused conclusion that "He will join the NA-AA-VEE."

There's the excitement hunter, with his head in the lion's mouth; the kid who's given up his "idle childish dream" of being a cowboy and "after considerable deliberation —decided to join the Navy"; the man who has devoted his youth to inventing a machine to crack a nut, then realizes *he* is the nut and it's time he joined the Naval Reserve and learned a trade. And so on.

The new spots will shortly make their tv debut.



'CAT AND DOG'
It's kind of lonesome

'OPERA'
Join the Na-aa-vee

'LION'
Hunting excitement

Indiana) under company's proposed reorganization plan effective next Jan. 1. Standard, $20 million advertiser and blue-chip midwest radio-tv client, would operate as parent management company, funneling advertising-marketing and other operations into newly-formed American Oil Co., comprising subsidiaries, American Oil (now handled by Joseph Katz Co.) and Utah Oil Refining Co. (handled by Gillham Adv. Agency.)

■ Pearl Brewing Co., San Antonio, Tex., appoints Tracy-Locke Co., Dallas, effective Oct. 1. Pearl's annual billing has been approximately $1.5 million.

■ Gaylord Products Inc. (pins, nets, other hair accessories), Chicago, appoints R. Jack Scott, that city, to handle advertising for all its divisions. Account has used tv.

■ Detroiter Mobile Homes Mfg. Co.: MacManus, John & Adams Inc., Bloomfield Hills, Mich.

■ Sullivan, Stauffer, Colwell & Bayles, New York, which has handled recent test market advertising for Lever Brothers' new detergent, Hum Laundry Liquid, has lost the account to J. Walter Thompson, N.Y. The loss was counteracted by Lever's re-assignment of Rinso Blue detergent and Rinso Soap, formerly with JWT, to SSC&B, which also handles Breeze, Silver Dust and Lifebuoy soap for Lever.

■ Sterling Silver and Stainless Steel Flatware Divs. of Oneida Ltd. silversmiths to BBDO, N.Y., which has handled the firm's Community silverplate account since 1936. Oneida said the Sterling and stainless divisions were being moved from J. Walter Thompson to BBDO, effective Jan. 1, in order to consolidate within one agency.

TvB in new quarters

Television Bureau of Advertising today (July 18) opens its new headquarters at 1 Rockefeller Plaza, the General Dynamics Building in New York. The organization has increased its space to 6,600 square feet and added elaborate television tape, projection and library facilities, which it was unable to accommodate at its old address, 444 Madison Ave. Phone: Plaza 7-9420.

Music? Make mine Cha-Cha-Cha . . . TCHAIKOVSKY!

As long as people are human they will continue to change their minds, their interests, their needs and tastes. And from this gem of wisdom we've arrived at the conclusion that the radio station that stays in tune with the times is bound to get the lion's share of the listeners' time. Right now there is a keen desire for enlightenment. In keeping pace with this trend, WJR emphasizes enlightening programs. The audience response has been overwhelming.

For example: a large group of housewives formed the "Don't Call Between 10 A.M. and 11 A.M." Club. That's when WJR's "Adventures in Good Music" is on the air. Cha-Cha-Cha-inclined listeners have not been abandoned, but good music and its equivalent in informative programs are receiving more and more time. Our listeners demand a finer grade of entertainment and they get it. We never could buy that ridiculous "12-year-old mentality" bit. If you don't either, call your Henry I. Christal representative and see what WJR . . . the station that's in tune with the times . . . can do for you in this enlightened area.

WJR DETROIT
760 KC 50,000 WATTS
RADIO WITH ADULT APPEAL

Fine Arts programming is a part of complete range programming—something for everyone.

FCC MOVES ON INFLUENCE CASES

Takes Miami from National Airlines, will re-examine Boston ch. 5

The FCC last week showed its muscle in the toughest action yet under the new regime of FCC Chairman Frederick W. Ford. It took these actions in the first decisions in the *ex parte* cases:

■ Gave National Airlines 60 days to go off the air and authorized Miami ch. 10 to L.B. Wilson Inc., the only one of the four applicants it said was untarred by the influence brush.

■ Vacated the ch. 5 Boston grant to the *Boston Herald-Traveler* (WHDH), but told the newspaper it could continue WHDH-TV on the air under temporary authority pending the outcome of reconsideration of the comparative hearing.

In both instances the commission went beyond the recommendations of its special hearing examiner, retired Pennsylvania Supreme Court Chief Justice Horace Stern.

Judge Stern had recommended that the 1957 Miami grant to National Airlines be withdrawn and that the comparative hearing be reopened to determine the eventual winner. In the Boston case, Judge Stern held that no behind-the-scenes representations had in substance been made and had recommended that no penalties be exacted. The Boston grant was also made in 1957.

The commission apparently accepted the position taken by its own staff, and that of the Dept. of Justice, which urged these courses of action in both instances.

In giving Miami ch. 10 to L.B. Wilson (which owns WCKY Cincinnati) the commission added a cryptic proviso. This was that the first license term for the ch. 10 facility would run only for four months. Normally, licenses run for three years.

Up for Grabs? ■ Although speculation on this condition in the grant ran the gamut of considerations, it was believed that what the commission had in mind was that the short-term license might encourage other applications for the facility.

The commission, it is understood, used this stratagem to come as close as possible to its general inclination to throw open the Miami channel to all comers.

Since the case had been remanded by the federal court of appeals—a situation which protected the original four contestants from new applicants—the commission took this way to partially gain this objective.

Both FCC decisions must be submitted to the circuit court in Washington. The court retained jurisdiction in both instances.

The Miami action was taken by Chairman Ford and Commissioners Rosel H. Hyde and John S. Cross. Commissioner Robert E. Lee disagreed; he wanted to vacate the grant but permit WSPT-TV to continue under temporary authority while the commission reconsidered the entire case.

The Boston decision was taken by Messrs. Ford, Hyde, Lee and Cross, and Commissioner Robert T. Bartley. Commissioner Bartley did not participate in the Miami decision.

Commissioner T.A.M. Craven did not participate in either decision.

Washington attorneys for the various applicants reserved comment. It was presumed they needed time to study the documents and confer with their clients before making public their next moves.

It is an accepted belief that both of the stations losing their grants would petition the federal court to reverse the FCC action.

More Stringent Attitude ■ In disqualifying "absolutely" three of the four Miami ch. 10 applicants, the commission went one step beyond the examiner's recommendations.

Judge Stern had suggested that in a new hearing adverse points be placed against National Airlines and WKAT Miami, and that North Dade's activities were "imprudent" but not disqualifying.

"The Commission, after careful evaluation of the facts," the FCC said, "is of the opinion that the misconduct of WKAT Inc., North Dade Video Inc. and Public Service Television Inc. [National Airlines subsidiary] reflects so adversely upon their character as to demonstrate that they lack the qualifications to operate the station sought in the application . . . each of them sought to influence the results by factors unrelated to the merits of the case and not a part of the hearing record. Willingness thus to pervert the process of administrative adjudication is convincing proof that the requisite character qualifications are lacking . . ."

Both National Airlines and WKAT were accused of attempting to influence the vote of former FCC Commissioner Richard A. Mack. Mr. Mack resigned after allegations were made before the House Legislative Oversight Committee that he had been swayed by Miami attorney Thurman A. Whiteside. Both men were tried on a conspiracy charge, but the first trial resulted in a hung jury. The second trial is scheduled to begin in federal court in Washington on Oct. 4.

North Dade was found to have hired former FCC member and former Ohio Republican Congressman Robert F. Jones to try to persuade Congress to pass legislation prohibiting an airline from owning a tv station. This Judge Stern termed imprudent, but not disqualifying.

With this the commission did not agree. It stated it felt that Mr. Jones was retained to assist North Dade by some form of political and extra-adjudicatory pressure. The FCC then said:

"When to this is added the extra-judicial approach to the commission . . . by the principals of North Dade, an approach which, although apparently non-productive, reflects no credit on North Dade, we believe that the conclusions regarding the misconduct of North Dade . . . are amply justified."

The commission found that since all the applicants except L.B. Wilson Inc. were unfit to become licensees, the grant should go to that applicant.

It added, however, that it is "aware and has considered that the peculiar circumstances of this matter have resulted in a type of award by default. Consequently the license period contemplated herein will be for four months subsequent to construction, rather than for the three-year period

No newfangling

A committee of communications lawyers has recommended that the FCC become more precedent conscious. If the commission were to rely more on established criteria in comparative hearing cases, all elements of the hearing process could be speeded up by the elimination of extraneous and irrelevant material. This, among other suggestions, was made by a special committee of the Federal Communications Bar Assn. studying pre-hearing procedures. It was chairmanned by Vincent B. Welch. It is one of a series of FCBA studies aimed at tightening up pre-hearing, hearing and post-hearing procedures (BROADCASTING, July 11).

LIGHT TIME

FREE to your station!

A New public service children's religious TV series

Fred A. Niles Productions Co.

- 39 weeks of programming
- 15 minutes weekly
- for children 8-12 years old
- non-denominational, in cooperation with the National Council of Churches
- exclusive to one station in a market
- air-release date, September, 1960
- professionally produced in Chicago's largest film studio... Fred A. Niles Co.

with Emmy Award Winner JIM STEWART

. . . and Kenny Bowers; Digby, the duck; Reggie, the rhinoceros

"Light Time is a program we'd like to have on our station, and we intend to."

Dan Shuffman
Program director
WBKB - Chicago

FOR AUDITION FILM
and additional information . . . MAIL TODAY

LIGHT TIME
Radio-Television Dept.
National Lutheran Council
50 Madison Ave.
New York 10, N. Y.

TV Station ..... is interested in an audition film of LIGHT TIME for its consideration toward programming this free public service children's religious TV series beginning in the Fall, 1960. It is understood that LIGHT TIME is exclusive to one station in a market.

NAME .....

POSITION .....

ADDRESS ..... **DATE** .....

which has been customary."

National Airlines' WSPT-TV which began operating August 1957, was told to cease operating by Sept. 15.

Commissioner Lee, in dissenting to the majority's action in the Miami ch. 10 case, said he would prefer to accept the examiner's recommendations, and call for a comparative re-evaluation of the applicants on the basis of the original record and of the *ex parte* proceeding. In that way, the commission should make a final decision. In the meantime, he said, he would permit National Airlines to continue operating on ch. 10 under temporary authorization.

Boston Move Tough Too ■ The FCC decision in the Boston ch. 5 case was based predominantly on its determination that the conversations of Robert B. Choate, *Herald-Traveler* publisher and president of WHDH Inc., with then FCC Chairman George C. McConnaughey; and of Forrester A. Clark, vice president of Massachusetts Bay Telecasters Inc., and others with prominent political figures and also with Chairman McConnaughey were attempts to influence the outcome of the Boston Channel 5 decision.

Although these were not considered absolutely disqualifying, the commission decided that it should have another look at all the applicants, and acknowledged that both the *Herald-Traveler* and Massachusetts Bay would have a black mark against them because of this.

The FCC held that Mr. Choate "demonstrated an attempted pattern of influence." Mr. Choate indicated that his reason for meeting with Mr. McConnaughey was to "size up" the new chairman, but the commission declared that "in the normal course of events its contacts with the commission would be conducted through its professional representatives and its appraisal of the individual commissioners would be formulated from the opinions of these gentlemen."

"The record contains no persuasive explanation of why Choate felt it necessary to seek a personal relationship with McConnaughey, and we conclude that his reason was to afford the chairman an opportunity to 'size him up', that is to demonstrate by his demeanor and presence that he was a responsible man representing responsible interests who merited favorable consideration of their application. . . ."

The FCC found that Mr. Choate's attempt to present to Mr. McConnaughey a brief on pending legislation concerning newspaper ownership of broadcast outlets at a second luncheon was an attempt to influence the chairman. Mr. McConnaughey refused to accept the document.

"That McConnaughey did not accept and, therefore, could not have been influenced by the brief is irrelevant to the fact that Choate attempted, in effect, to influence the outcome of the case by presenting argument on a portion thereof to a member of the commission *ex parte*," the FCC said.

The commission continued:

"The very attempt to establish such a pattern of influence does violence to the integrity of the Commission's processes. Such an attack on the integrity of the processes of any adjudicatory body brings into play its inherent right to protect such processes, and one of the remedial measures available is its discretion in the voiding of any previous action that may have been tainted by such an attempt . . ."

Briefs in 60 Days ■ The commission instructed the parties in the Boston ch. 5 case to file briefs on or before 60 days from the release of the decision re-evaluating their comparative merits on the basis of the record in the original hering and in the remanded hearing. It said that oral argument would be held before the commission *en banc*.

The FCC discussed the role of the *Boston Globe* in the case, but did not make any finding. This was on the ground that it would be dangerous to open up the possibility that any interested person not a party to an FCC proceeding could, by talking about the case to commissioners, cause disqualification. The *Globe* had claimed that the *Herald-Traveler* intended to use its prospective tv station to injure the other newspaper.

Other applicants in the Boston ch. 5 case are Greater Boston Television Corp. and Allen B. DuMont Labs. Inc.

The case of the spying husband

If you want to spy on your wife, FCC field engineers strongly recommend that you do *not* use radio to monitor her conversations.

Tracing strange chatter heard over radio receivers in the Long Beach, Calif., area, FCC field engineers were led to a private home and a red-faced husband. He confided that he had installed a listening device in his living room in order to overhear his wife's "private" chats. He had no idea that his secret spy network had actually become a sort of community broadcast radiating on several am broadcast frequencies.

He removed the eavesdropping device.

The latest roundup of the experiences of the commission's field engineer and monitoring bureau mentions this incident and several others to illustrate the varied routine of these staffs. A few typical incidents:

■ An irate tv viewer in Rochester, N.Y., was so positive that a neighborhood ham operation was the cause of interference that he drew up a petition, got his friends to sign it and appealed to his congressman to take action. The FCC's Buffalo field office went to work to track down the cause of the interference and finally, after 100 hours of search, traced the interference to a refrigerator in the Rochester man's own home, and another red face.

■ Police in Florida apprehended a man transmitting race information from Tropical Park by a radio in his car. The FCC Miami office investigated and discovered that this was the same man that Boston engineers had been forced to release a short time before. The Boston office had discovered the transmitting equipment but, since it was not being used, had no choice except to release the suspect.

■ In Norfolk, Va., a young man rigged up a teen-age circuit in the citizens band as a means of talking with his best girl. Their parents did not know of this "romance of the airways," but the station went off the air when field men talked about the consequences of operating unlicensed transmitting equipment.

Even shrimp boats come under the scrutiny of the monitoring bureau. The operator of one such boat used the international distress frequency for gossip and chatter. When conditions became difficult his language, too, measured up to the situation. Warned by the FCC, the salty shrimper promised to guard his tongue and his transmitter. However, within two months he was back at it and this time at the cost of $200 and a transfer to more remote fishing areas.

Jury hearing continues

The New York district attorney last week continued to present evidence to a grand jury that will decide whether criminal charges can be lodged against witnesses believed to have testified falsely during the district attorney's investigation into tv quiz programs in the fall of 1958 (BROADCASTING, July 11). A spokesman reported that several witnesses have volunteered to testify before the grand jury, and he said that they may appear this week.

NO WONDER THEY CALL BEAUMONT-PORT ARTHUR-ORANGE THE

TEXAS HOT SPOT

And only KFDM-TV

Delivers all of

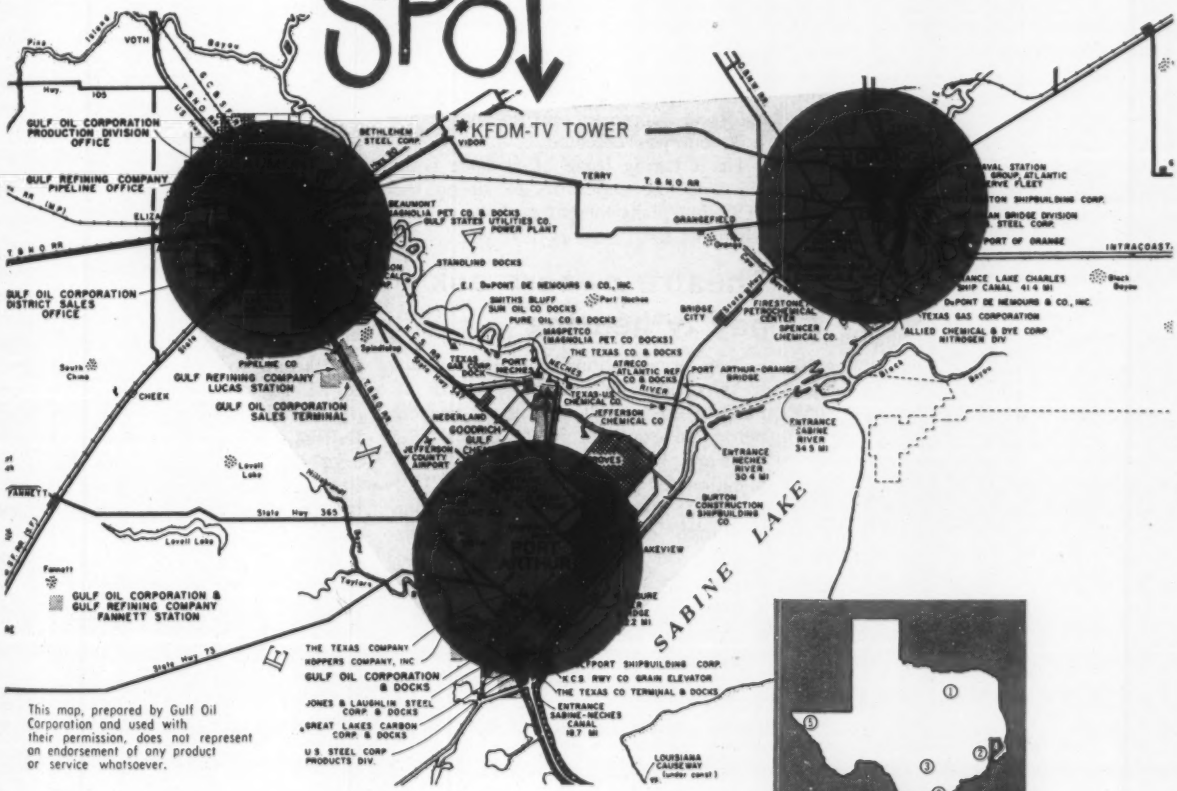
Texas' 4th market

Metropolitan Area—304,194

Total KFDM-TV

Coverage Area—753,597

Preliminary 1960 Census Figures


KFDM-TV TOWER
GULF OIL CORPORATION PRODUCTION DIVISION OFFICE
GULF REFINING COMPANY PIPELINE OFFICE
GULF OIL CORPORATION DISTRICT SALES OFFICE
GULF REFINING COMPANY LUCAS STATION
GULF OIL CORPORATION SALES TERMINAL
GULF OIL CORPORATION & GULF REFINING COMPANY FANNETT STATION
BETHLEHEM STEEL CORP.
BEAUMONT MAGNOLIA PET CO & DOCKS
GULF STATES UTILITIES CO. POWER PLANT
STANOLIND DOCKS
E.I. DuPONT DE NEMOURS & CO., INC.
SMITHS BLUFF SUN OIL CO DOCKS
PURE OIL CO. & DOCKS
MAGNOLIA PET. CO DOCKS)
THE TEXAS CO. & DOCKS
ATLANTIC REF CO & DOCKS
TEXAS-NEW CHEMICAL CO
JEFFERSON CHEMICAL CO
NEDERLAND GOODRICH GULF
PORT ARTHUR-ORANGE BRIDGE
BRIDGE CITY
FIRESTONE PETROCHEMICAL CENTER
SPENCER CHEMICAL CO.
TEXAS GAS CORPORATION
ALLIED CHEMICAL & DYE CORP NITROGEN DIV
ENTRANCE SABINE RIVER 34.5 MI
ENTRANCE NECHES RIVER 30.4 MI
BURTON CONSTRUCTION & SHIPBUILDING CO
SABINE LAKE
THE TEXAS COMPANY
HOPPERS COMPANY, INC
GULF OIL CORPORATION & DOCKS
JONES & LAUGHLIN STEEL CORP. & DOCKS
GREAT LAKES CARBON CORP. & DOCKS
U.S. STEEL CORP PRODUCTS DIV.
KCS RWY CO GRAIN ELEVATOR
THE TEXAS CO TERMINAL & DOCKS
ENTRANCE SABINE-NECHES CANAL
LOUISIANA CAUSE WAY
INTRACOAST.
State Hwy 73
State Hwy 365

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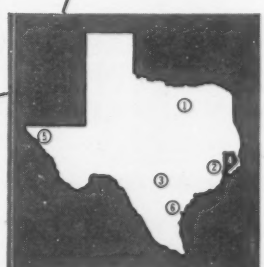

1 Dallas-Fort Worth
2 Houston
3 San Antonio
4 BEAUMONT-PORT ARTHUR-ORANGE
5 El Paso
6 Corpus Christi

CBS
ABC

KFDM-TV

CHANNEL 6

Beaumont Port Arthur Orange

D. A. Cannan, President

C. B. Locke, Executive Vice President & General Manager

Mott Johnson, Sales & Operations Manager

Peters-Griffin-Woodward, Inc.

FCC GETS SEVENTH MEMBER

Eisenhower, in recess appointment, names Charles King for unexpired Doerfer term

The FCC will muster a full complement of seven commissioners this week —for the first time since former FCC Chairman John C. Doerfer dramatically resigned last March—when Detroit College of Law Dean Charles Henry King takes an oath of office to fill the remaining year of Mr. Doerfer's unexpired term (until June 30, 1961).

President Eisenhower named Dean King to the FCC as a recess appointee last Wednesday. The announcement was made from the President's vacation White House in Newport, R.I.

Mr. King told BROADCASTING last week he planned to motor to Washington over the weekend and report to FCC Chairman Frederick W. Ford Monday morning. At that time, he said, he will make arrangements to take his oath.

The name of the Detroit College of Law dean was submitted to the Senate by President Eisenhower on June 27 (BROADCASTING, July 4). Congress recessed for the political conventions on July 9, but plans to reassemble August 15.

No Senate Action ■ The Senate has no plans to act on the nomination this session, a committee spokesman said earlier this month when Mr. King's name was first submitted. There has been no indication of a change in this attitude when Congress resumes in August.

Mr. King will serve, it is presumed, as a recess appointee until the end of the first session of the 87th Congress. The 87th Congress assembles in January 1961.

In any event, Mr. King may not serve longer than June 30, 1961—unless he is confirmed by the Senate. This is due to a law which was passed in the closing days of Congress earlier this month and which was signed by the President last Wednesday (July 13).

This provides that an FCC commissioner may continue in his post after his term expires until his successor has been nominated and confirmed. It specifically precludes from this provision commissioners who are serving out the unexpired terms of predecessors. They must leave the commission at the end of this period. Mr. King falls in this category if he is neither confirmed nor rejected before June 30 next year.

Second Nominee ■ Mr. King actually was the second nominee to fill Mr. Doerfer's unexpired term. The first, last May, was when the President nominated Edward K. Mills Jr. Mr. Mills had his name withdrawn, however, when he revealed a conflict of interest which could not be resolved (BROADCASTING, May 23).

The new FCC commissioner was born in Gulfport, Miss., in 1906. He was educated in Bradford, Pa., and Detroit, and is a 1933 graduate of the school he now heads. He joined the College of Law faculty in 1935 as a part-time instructor and in 1937 as a full-time professor. In 1946 he was named dean of the school. In 1940 he received his master's degree in law from the U. of Michigan. He has engaged in appellate practice in Michigan, and is the author of numerous articles in law reviews.

Dean King headed the Michigan Taft for President Club in 1952. He ran for the state supreme court in that same year, but was defeated.

He is taking leave of absence from his academic endeavors to sit on the FCC, but plans to return to the college when his term expires next year.

Theatre owners ask pay tv hearing

Two organizations, composed mainly of theatre owners, have asked the FCC to hold a full evidentiary hearing before an examiner in the case of the Hartford Phonevision Company's application for pay tv over WHCT (TV) Hartford, Conn. The Hartford group submitted its application to the commission on June 22 (BROADCASTING, June 27).

The Joint Committee Against Toll TV, a national organization, and the Connecticut Committee Against Pay TV have jointly written to the commission to state that the application should follow the normal established procedures. It is further contended that a hearing before an examiner would afford interested parties a more adequate opportunity to participate in the proceeding. The letter suggested that the commission do everything within its power to encourage the widest possible participation of interested parties in the hearing.

In its original application, the Hartford firm appended a letter requesting that its application be designated for a hearing before the commission *en banc*. It requested such a move, it said, to avoid "delaying procedures." RKO General, which owns the Hartford group, felt that if the FCC itself heard the case there would be no "bog down" in the process of submitting evidence, offering proposed findings, waiting for the examiner's report and waiting for the commission's final judgment, a procedure which could, conceivably, take years.

The theatre owners state, in their letter to the FCC, that no matter what the forum is, "it would appear obvious that . . . the submission of testimony is mandatory and that proposed findings would aid the commission in acting upon the application."

Fresno groups differ on deintermixture

The Fresno City Council last week asked the FCC to reconsider its action deintermixing that California city and making it all uhf (AT DEADLINE, July 11). At the same time, opposing proponents talked the Fresno County Board of Supervisors into doing nothing—or at least taking no action now.

The council telegram to the commission urged that the FCC's decision two weeks ago be rescinded and that the KFRE-TV be permitted to continue on ch. 12 or that more vhf channels be assigned to the city. The council said that fringe area viewers would lose service if all stations became uhf.

The supervisors at first voted to voice their objections to the FCC, but later rescinded this action. The first move came after the supervisors heard Paul R. Bartlett former majority owner of KFRE-TV. Also read was a letter from a local businessman, seconding Mr. Bartlett's views. The turnabout came after the supervisors heard Leslie H. Peard Jr., KFRE-TV, and Joe C. Drilling, ch. 47 KJEO (TV), argue against such action.

Fresno's dual uhf outlets also includes ch. 24 KMJ-TV.

Capital Cities finally gets cp for ch. 10

The FCC made it official last week by granting a construction permit to Capital Cities Broadcasting Corp. for a tv on ch. 10 in Vail Mills, N.Y. An earlier initial decision and staff instructions in May of this year had looked toward this final action.

At the same time, the commission denied the competing application of Veterans Broadcasting Co. The U.S. District Court denied a request by Veterans for a stay against Capital's special temporary authorization on July 7 (BROADCASTING, July 11).

Capital, which was authorized the STA in 1957, shifted the ch. 10 operation of WTEN (TV) Albany to Vail Mills in that year. The station has been operating under temporary authority since that time.

Every important food chain uses WDAY-TV, Fargo!

These four big food chains make approximately 75% of ALL the retail food sales in the big WDAY-TV area—and that 75% equals nearly *$116,000,000 per year!*

Advertising isn't the whole answer, of course, because the Fargo area is a *fabulous* one. But it is significant that the four important food chains in the area *all use WDAY-TV on a year-'round basis.*

Certainly you can be sure that the biggest merchants in North Dakota know a lot about the best media values! Ask PGW for all the facts!

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Jane Johnston speaks for *Red Owl* on the Red Owl Theatre on WDAY-TV

Carol Olson speaks for *Fairway-Super Fair* in the Phil Silvers Show on WDAY-TV

Bill Weaver speaks for *Super Valu* in their very heavy spot schedule on WDAY-TV

Glen Hanson speaks for *Piggly Wiggly* on "Bold Venture" on WDAY-TV

STUDY SPECTRUM FOR SPACE

FCC to hear seven witnesses give space communications allocation views

Views on the allocations of spectrum space for space communications at frequencies above 890 mc starts today before the FCC. The commission has scheduled seven major witnesses, representing the gamut of U.S. communications and electronics companies.

They are: AT&T, Electronic Industries Assn., General Telephone & Electronics Corp.; National Assn. of Manufacturers' Committee on Manufacturers Radio Use and American Trucking Assn.; Lockheed Aircraft Corp.; RCA and RCAC and American Rocket Society. AT&T has four witnesses scheduled; EIA, two; the other one each.

In statements submitted to the FCC two weeks ago, RCA suggested that a special allocation be made for transoceanic space relaying of television programs.

AT&T presented a voluminous statement proposing a $170 million worldwide system of space communications, utilizing active relay satellites, to provide 600 telephone cricuits and tv circuits.

A key divergence among those filing was apparent on the question of whether space allocations should be separate from other allocations or whether space circuits could use the same frequencies now used for microwave relays on Earth.

AT&T and the American Rocket Society maintained that space allocations must be separate. EIA, Motorola, Collins Radio and others held that space transmissions and reception could utilize the same wavelengths as other relay circuits without great problems of interference.

Most all those filing recommended that space allocations must be established in bands running from about 1,000 mc to 10,000 mc.

There also were a number of comments which suggested that the commission hold in abeyance any action at this time until the requirement of a space communications system become more definite.

The most exciting filing was that by AT&T. Charles M. Mapes, AT&T assistant chief engineer, said a system of 50 active satellites in 3,000-mile high random polar orbits could provide communications between the U.S. and all other areas of the world.

Such a system, he said, would require 26 transmitter-receiver pairs of ground stations, sited around the world.

The cost of establishing such a system, Mr. Mapes said, would be $115 million—$50 million for the satellites and $65 million for the ground stations.

Provision for world-wide tv, he said, could be provided for $55 million more.

FCC soap

Denver disc jockey Royce L. Johnson figuratively had his mouth washed by the FCC last week. Accused of making off-color on-the-air comments, Mr. Johnson was reprimanded by the commission.

The Denver announcer, who was fired by KIMN following the allegations (BROADCASTING, Oct. 5, 1959), holds a radiotelephone first class operator license. The commission warned him that any further transmission "of this nature" would raise question of his qualification to hold such a license. Commissioner Robert E. Lee dissented with the majority opinion in favor of a 60-day suspension.

In an earlier explanation to the FCC of his robust comments on the air, Mr. Johnson called himself a "frustrated comic, working on a tight format radio station . . ." At that time he issued an apology for his humor.

The commission only last month gave KIMN a sharp warning over the incident after vacating a hearing to show-cause why the station's license should not be revoked (BROADCASTING, June 27).

Government briefs

To hearing ■ Seattle, Wash., stations KOL-AM-FM have been advised by the FCC of the necessity of a hearing on their applications for license renewal and sale. The commission noted that a variance between planned programming and actual programming was sufficient to indicate the hearing procedure. Seattle Broadcasting Co., owner of the station, has proposed selling the am facility and the fm cp to KOL Inc. (Archie Taft Jr., principal stockholder).

Payola denial ■ Apollo Records, New York, last week categorically denied the Federal Trade Commission charge, made in June, that the firm had taken part in payola. Denying "each and every allegation," Apollo and a company official also charged, Melvin Albert, requested that the FTC dismiss the complaint. All told, 96 firms have been charged with payola by the trade commission.

3M charged ■ The Federal Trade Commission last week charged the Minnesota Mining and Manufacturing Co. with violation of the anti-trust laws because its purchase of two competing distributors of electrical insulation products. The FTC charged that the acquisition of Prehler Electrical Insulation Co., Chicago, and Insulation and Wires Inc., Fort Wayne, Ind., in 1956 tended to create a monopoly in the manufacture, distribution and sale of electrical insulation products. 3M recently acquired the Mutual Broadcasting System (BROADCASTING, April 25).

Ike okays bill

President Eisenhower last week signed into law S 1965, which provides for members of the FCC and two other federal agencies whose terms have expired to continue in office until their successors have been appointed and qualified. But the law provides that such agency members may not serve longer than the end of the next session of Congress following the expiration of their terms. It also prohibits an agency member from serving beyond the end of a term to which he is appointed to fill a vacancy.

Programming control sought by ACLU

The American Civil Liberties Union has come out four-square for FCC requirement that broadcasters present a gamut of viewpoints on political, social, economic, religious and cultural subjects. The statement was made in a letter to FCC Commissioner T.A.M. Craven as a rebuttal to his June 22 letter to Sen. Warren Magnuson (D-Wash.) which was in answer to an ACLU statement in support of the bill for free tv time for presidential candidates (BROADCASTING, July 4). The letter from ACLU was signed by Patrick Murphy Malin, the Union's executive secretary.

The ACLU stated that it "becomes an imperative necessity that every station owner, who . . . holds a public trust," offer a balanced programming schedule. It was further reiterated that the commission should require broadcasters to give concrete proof that their programming is geared to the public's "more urgent needs." A copy of the letter was sent to Sen. Magnuson, chairman of the Senate Commerce Committee.

STATISTICS

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PEOPLE DO!

In the Johnstown-Altoona area, WJAC-TV is 'way out in front, according to both ARB and Nielsen figures. But statistics don't mean very much if the buying public isn't affected. That's where WJAC-TV really shines!

For example, read what Mr. Joseph Incardona of the Inco Beverage Company says:

> "In my business, I know it pays to advertise . . . and I naturally want my dollar's worth. WJAC-TV sees that I get it . . . by reaching the most people around here. Result? More business for Inco Beverage Co."

If you want to increase your sales, look up WJAC-TV . . . it delivers the viewers.

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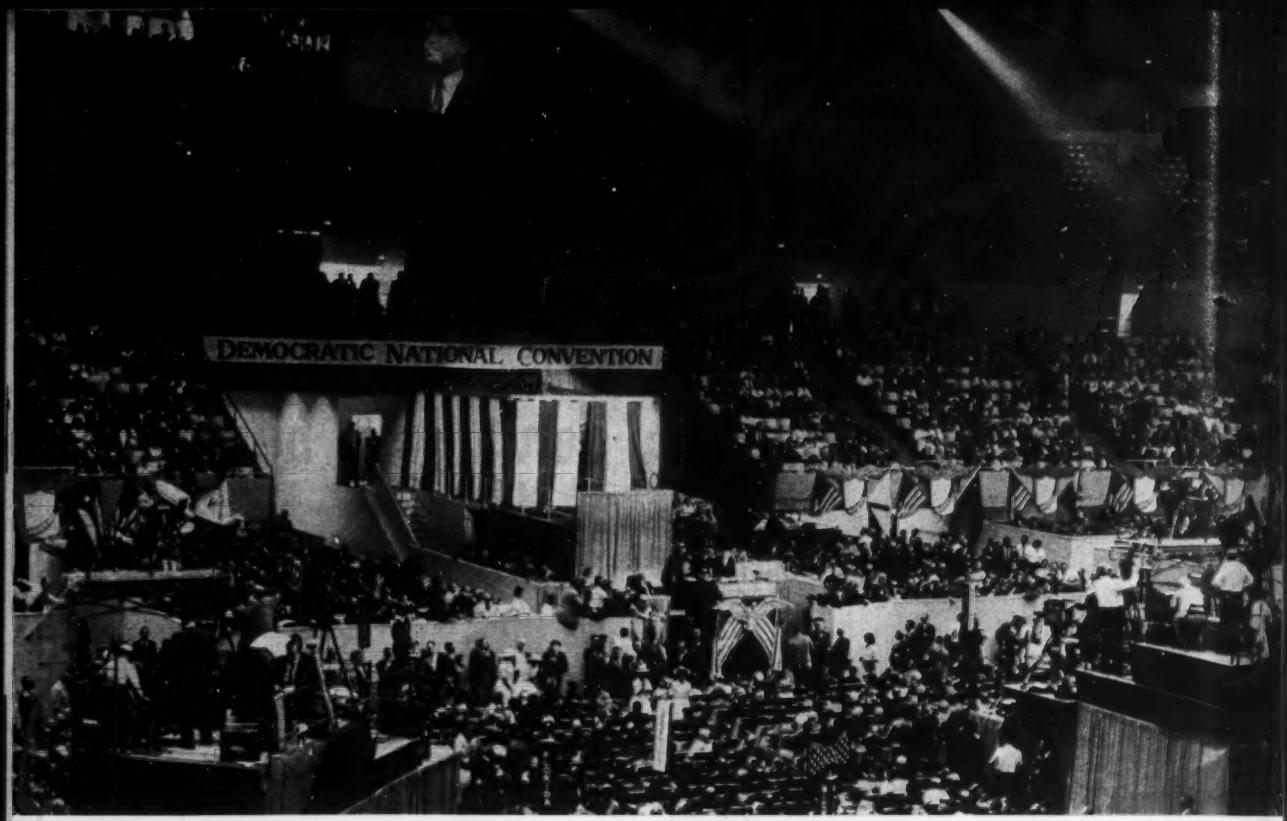


SPECIAL REPORT

TOO MUCH LOS ANGELES COVERAGE?

Politicians, network brass pleased, but their audience strayed

Television and radio packed the most facilities and reporters ever assembled for one story into the Los Angeles Sports Arena for last week's Democratic convention. They will repeat the performance July 25 at the Chicago GOP convention.

At the weekend the major networks and many stations were asking this question:

"Was it worth the effort and expense?"

The major parties, getting a free broadcast ride, indicated the coverage is worthwhile and they'd be distraught without it.

The public wasn't so certain, judging by early survey reports of tune-in. Nonnetwork programs often had better tune-in than the network convention pickups. About 14.5 million homes were tuned to the convention at any given moment (see story page 55).

The three tv networks, widely praised for their efficient and dramatic coverage, used better equipment and politically-wise personnel. They're dedicated to the responsibility posed by these outstanding quadrennial events.

Ideal Formula ■ News vice presidents of the tv networks believe they have reached close to ideal formulas for convention coverage—so long as conventions continue to be conducted in the traditional, flamboyant manner (see box page 56).

Individual stations and the major group-owned properties far eclipsed any past convention coverage (see roundup story page 57). Some 2,000 radio-tv credentials were issued, according to Robert M. Menaugh, superintendent of the House Radio & Television Gallery. He said about 1,000 passes went to the networks, which had them for their executive teams as well as working personnel, and a similar number went to individual stations and groups.

Interest in last week's coverage reached a peak Wednesday evening as delegates went through the ritual of nominating a Democratic presidential candidate—a task not completed until post-midnight hours in the eastern time zone.

Many broadcasters were irked at the Thursday political jockeying, when John F. Kennedy, presidential nominee, announced during the afternoon that he had picked Lyndon B. Johnson, defeated candidate, as his vice presidential running mate. This pulled the plug from the Thursday night convention coverage, some broadcasters complained, since an aware public was likely to be less inclined to sit out another evening when no suspense was involved.

Executive Suite ■ All network brass were on hand for the five-day coverage. William S. Paley and Dr. Frank Stanton for CBS; Robert W. Sarnoff and Robert E. Kintner for NBC; Leonard Goldenson for ABC. They were backed —several echelons deep—by their vice presidential brass in both news and administration.

For the first time in his life, J. Leonard Reinsch (Cox Stations), executive director of the convention in Los Angeles, was dogged by a bodyguard. F. L. Brittell, plain-clothesman, said his toughest job was to keep pace with "the body I'm supposed to protect." Mr. Brittell also doubled as chauffeur in the frequent trips to and from headquarters at the Biltmore and the sports arena.

"Reinsch's Fortress" was the name

given the elaborate platform located in center of convention hall. This two-story housing project was the nerve center of the convention—an electronic house of magic. Everything was controlled from the platform which was surrounded by a "moat"—a wide corridor that prevented newsmen and photographers from vaulting to the platform from operations areas.

Production Costs ■ Production costs for the three tv networks for coverage of both conventions were estimated at $9 million to 10.5 million, about equally divided among the three, but the final tally cannot be known until the Republican session is over and all the costs are tabulated.

There was a general reluctance to estimate the other costs, but CBS-TV said that, assuming the Democratic convention was over at 11 p.m. Friday, the week's work in Los Angeles would mean for CBS-TV a loss of $500,000 in net sales (after discounts) plus $250,000 in reimbursment of client program expenses.

Against this sort of production and other outlays the three networks have about $11 million coming in, according to their reports on sales to sponsors. This figure also covers both conventions, and in CBS-TV's case further includes eight special half-hour programs between conventions and elections.

Officials hesitated to segregate radio expense-and-income figures which in some cases seemed inextricably woven into the television figures.

Westinghouse is picking up the tab, estimated at about $6 million, for the CBS package on both radio and television. NBC reportedly is getting $3 million to $3.5 million for its television package, split among seven advertisers (Lipton Tea, Brown & Williamson, Goodrich, Cowles Magazines, Bristol-Myers, Field Enterprises and RCA), and sold half of its radio coverage to Mennen and S. C. Johnson, turning the other half over to affiliates for local sale. ABC-TV sold about 40% of its coverage to Mutual of Omaha and about the same amount to 20th Century-Fox, Avco Mfg. and duPont, for a total estimated at $2 million, while Mennen added half of the ABC Radio schedule to its NBC Radio buy and ABC turned the rest over to affiliates. Mutual sold about 20% of its coverage to Liggett & Myers (Oasis cigarettes) and let affiliates sell the rest.

Problems & Praise ■ Minor flubs and trampled toes were inevitable in the confusion but the complaints didn't add up to much when evaluated from a post-convention perspective.

An unhappy sponsor enlivened the opening day's proceedings. Bart Lytton, head of the sponsoring Lytton Savings & Loan of Los Angeles, walked on the KHJ-TV Los Angeles set of *The Future Lies Ahead,* protesting he didn't agree with some of the convention comments on the program. Mort Sahl, series conducter, was talking to Dore Schary, movie producer, and Gov. Robert B. Meyner of New Jersey about Adlai Stevenson's qualifications as a candidate. Mr. Lytton protested the program was being turned into a Stevenson rally. Later in the program he apologized for the outburst.

Two days later, Drew Pearson, in a full-page ad in the *Los Angeles Mirror-News* which carries his syndicated column, charged Mr. Lytton and his firm with cancelling a contract for daily telecasts of his comments on the convention only a few minutes before air time Monday. Mr. Pearson filed a $250,000 damage suit in Los Angeles Superior Court.

Gov. Leroy Collins of Florida, permanent chairman, told UPI he would have stopped delivering the last half of his speech had it not been for the tv audience. "A convention speaker is discouraged simply because so many people on the convention floor do not listen to what is going on," he said. "They are involved in news interviews and in hob-nobbing with acquaintances. The almost unlimited right granted to news media people to go where they please on the floor is at the base of a large part of the confusion."

NBC affiliates were delighted with the network's coverage, according to a message sent William R. McAndrew, NBC news vice president, by Jack Harris of KPRC-AM-TV Houston, chairman of the board of delegates, NBC Affiliated Stations. He described coverage as "unparalleled from Huntley and Brinkley all the way." He said that the NBC stations "are proud to be a part of this great service to the American people."

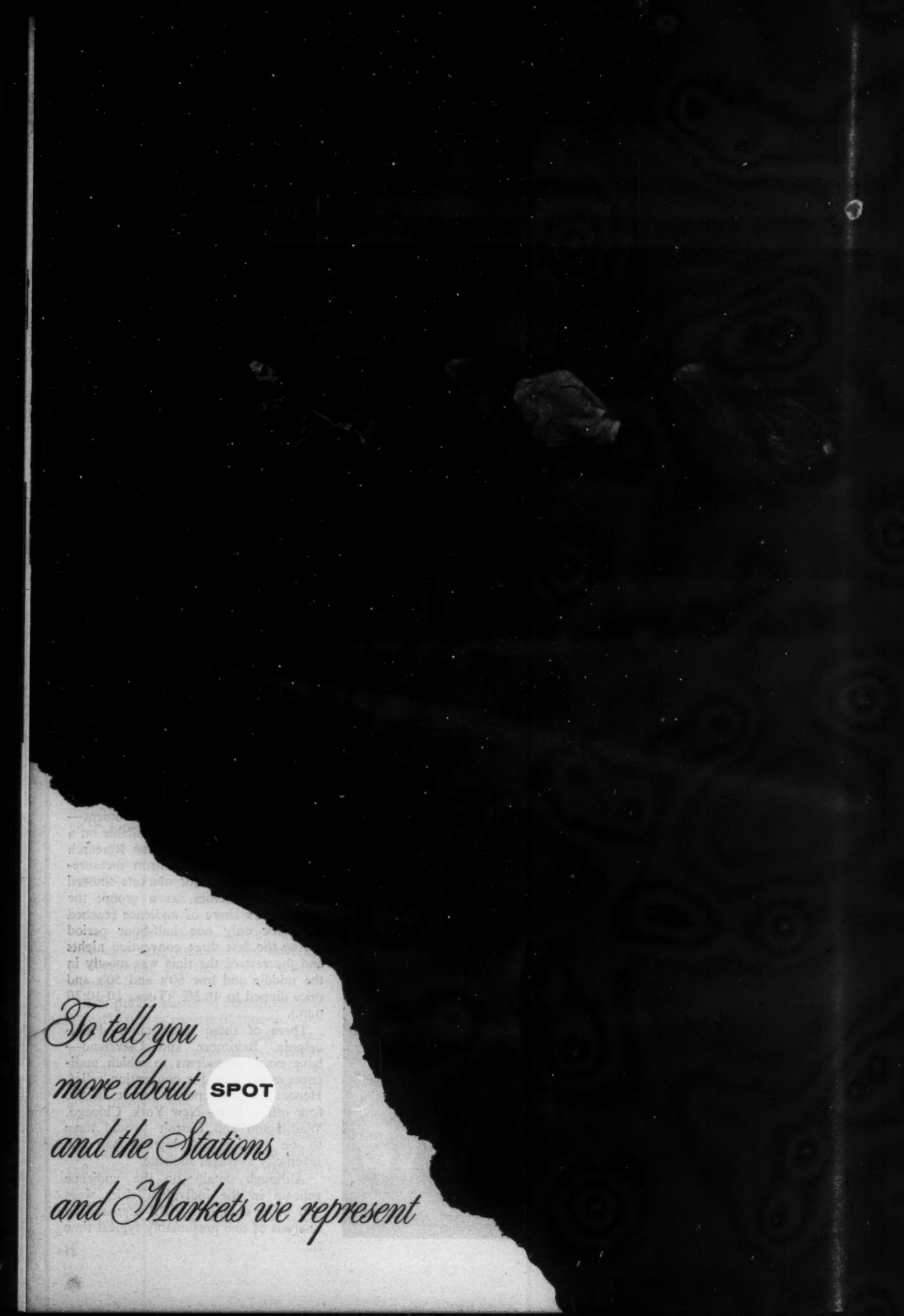
Audience Migration ■ The biggest beneficiaries of the networks' Democratic convention coverage—in audience terms—were the independents.

Their regular entertainment drew audiences that together often rivaled—and sometimes surpassed—those of all three networks combined. The only evidence available last week—a one-market, one-time-period analysis—indicated that the network outlets almost invariably suffered losses in share of audience, sometimes by big margins.

No networks - vs. - independents—or convention-vs.-regular entertainment—figures were immediately available on a national basis. But American Research Bureau's multi-city Arbitron measurements in seven major markets showed that in these cities, as a group, the convention's share of audience reached 70% for only one half-hour period during the first three convention nights and the rest of the time was mostly in the middle and low 60's and 50's and once dipped to 48.3% (Tues., 10-10:30 p.m.).

Three of these seven cities—Philadelphia, Baltimore and Cleveland—have no independents to which audiences could turn for convention relief. Hence the independents' score in the four other cities—New York, Chicago, Washington and Detroit—would have to be considerably higher than the seven-city averages indicate.

Although details on the audience split-up in the individual cities were still being compiled, ARB prepared an analysis of one presumably typical time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and the Stations
and Markets we represent

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...and these are the fine Radio Stations and Markets we represent:

EAST, SOUTHEAST

		FREQUENCY	WATTS
WCBM	Baltimore	680	10,000
WWJ	Detroit	950	5,000
WDRC	Hartford	1360	5,000
WHIM	Providence	1110	1,000
WLOS	Asheville, N. C.	1380	5,000
WCHS	Charleston	580	5,000
WPLH	Huntington, W. Va.	1470	5,000
WCSC	Charleston, S. C.	1390	5,000
WIST	Charlotte	930	5,000
WIS	Columbia, S. C.	560	5,000
WSIX	Nashville	980	5,000
WPTF	Raleigh-Durham	680	50,000
WRVA	Richmond	1140	50,000
WDBJ	Roanoke	960	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	1040	50,000
WOC	Davenport	1420	5,000
WDZ	Decatur	1050	1,000
WDSM	Duluth—Superior	710	5,000
WDAY	Fargo	970	5,000
WIRE	Indianapolis	1430	5,000
KMBC	Kansas City	980	5,000
KFRM	Kansas City	550	5,000
WMBD	Peoria	1470	5,000
KFDM	Beaumont	560	5,000
KRYS	Corpus Christi	1360	1,000
WBAP	Ft. Worth—Dallas	820	50,000
WBAP	Ft. Worth—Dallas	570	5,000
KTRH	Houston	740	50,000
KENS	San Antonio	680	50,000

MOUNTAIN AND WEST

KBOI	Boise	950	5,000
KHOW	Denver	630	5,000
KGMB	Honolulu—Hilo	590	5,000
KHBC	Honolulu—Hilo	970	1,000
KPOP	Los Angeles	1020	5,000
XEAK	San Diego	690	50,000
KIRO	Seattle	710	50,000

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On the patio in Los Angeles

The calmest place in the Los Angeles Sports Arena last week was the studio where three advertising agencies fed live commercials to CBS for Westinghouse Electric Corp.

Betty Furness and her daughter, Barbara Green, waited for commercial calls in a simulated patio. Fred Davis, of Canadian Broadcasting Corp., Toronto, was the Westinghouse corporate voice, at the other end of the room. Equipment was in between.

Grey Adv. was responsible for radio-tv reciever commercials; McCann-Erickson for all other consumer products, and Ketchum, McLeod & Grove for corporate commercials. Lansing B. Lindquist, KM&G vice president in charge of broadcasting and media, coordinated commercials into the convention programming.

Miss Furness changed costume as often as three times an evening. She rehearsed words and gestures alone or with her daughter. A hairdresser was on duty in her dressing room.

Producer-director Perry Lafferty of CBS produced the commercials, an assignment he takes every four years (BROADCASTING, June 20). The apparent calm of the studio masked a high-voltage nervous tension. "It looks as if they'll break in about five minutes so get ready," the studio p.a. warned, only to reverse itself three minutes later with a prediction no commercial was in sight for another half-hour at least.

VETERAN WESTINGHOUSE SPOKESWOMAN AND DAUGHTER

Westinghouse commercial time in the 1956 conventions averaged 3 minutes, 20 seconds per hour against an allowance of six to seven minutes. The feeling last week was it probably would total up to less than that when 1960 figures are tabulated.

Mr. Lafferty was aided in his task of helping Westinghouse get $6 million worth of Westinghouse commercials (including production and merchandising) on the air by a studio crew of 20 and another score of agency representatives. (Westinghouse is paying $6 million for full convention-campaign-election night coverage on CBS.) A fourth of commercials were institutional, another fourth were for electronic developments and equipment, and half for consumer products.

period in New York: 10-10:30 p.m. on each of the first three convention nights as compared to the same half-hour on the same three nights of the preceding week.

This showed that with one exception —NBC on Monday night—the network outlets uniformly suffered losses in their respective audience shares during convention week. And the independents almost as uniformly gained, sometimes with shares three to five and in one case 15 times as high as in the preceding week.

Case Studies ■ *Diagnosis Unknown, Armstrong Circle Theatre* and *Hennesey* on WCBS-TV; *M-Squad* and *This Is Your Life* on WNBC-TV and *Alcoa Presents*, boxing and the last half of *Adventures In Paradise* on WABC-TV all racked up higher shares of audience during the week of July 4 than the convention coverage that replaced them last week. Only NBC's *"One Loud Clear Voice*, a July 4 special, trailed its convention successor in this analysis.

Some of the drops for the network outlets, as well as some of the gains for independents, were dramatic, as indicated in the following share-of-audience table prepared from information compiled by ARB:

MONDAY 10-10:30 P.M.

Station	July 4 Program and Share (%)	July 11 Program and Share (%)
WCBS-TV	Hennesy 37.3	Convention 18.8
WNBC-TV	Loud Clear Voice 19.2	Convention 24.3
WNEW-TV	Winchell File 11.4	Winchell File 26.0
WABC-TV	Paradise Adventures 16.2	Convention 0.1
WOR-TV	Martin Kane 9.6	Martin Kane 12.8
WPIX (TV)	Mr. Adams & Eve 5.8	Mr. Adams & Eve 11.7
WNTA-TV	Playback (music) 0.5	Playback (music) 6.3

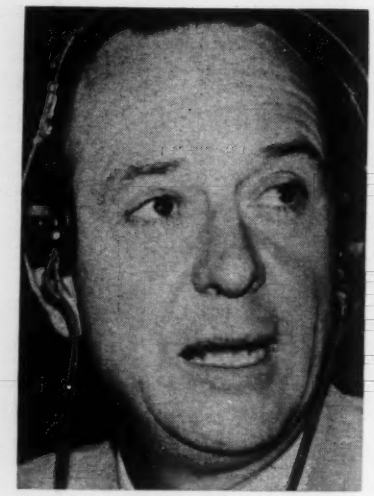
TUESDAY 10-10:30

Station	July 5 Program and Share	July 12 Program and Share
WCBS-TV	Diagnosis Unknown 49.7	Convention 10.7
WNBC-TV	M Squad 12.9	Convention 12.1
WNEW-TV	Wrestling 9.1	Wrestling 19.2
WABC-TV	Alcoa Presents 11.6	Convention 10.8
WOR-TV	Movie 1.2	Movie 18.4
WPIX (TV)	Baseball 15.4	Movie 20.3
WNTA-TV	Dance Party 1.5	Dance Party 7.9

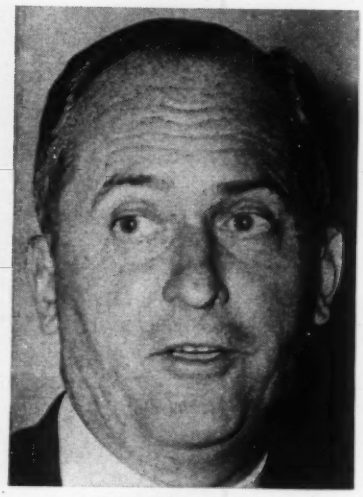
WEDNESDAY 10-10:30

Station	July 6 Program and Share	July 13 Program and Share
WCBS-TV	Armstrong Theatre 28.2	Convention 20.8
WNBC-TV	This Is Your Life 37.1	Convention 26.7
WNEW-TV	Wrestling 13.7	Wrestling 13.6
WABC-TV	Boxing 7.0	Convention 2.8
WOR-TV	Harness Racing 5.4	Harness Racing 4.9
WPIX (TV)	Decoy 10.9	Decoy 30.1
WNTA-TV	Dance Party 1.9	Dance Party 3.0

Have networks found a convention coverage formula?



ABC's DALY



CBS' MICKELSON

NBC's MCANDREW

Responsibility to the public outweighs the enormous expenditure on the convention coverage, the three network news vice presidents agree. And they defend the networks against charges of "waste." They do have different perspectives on the way this responsibility should be carried out, however. Each feels his network has evolved a highly workable formula:

John Daly, ABC vice president in charge of news, special events and public affairs:

"This is the way to cover a convention, and, of course, I think our ABC way is the best way.

"Television is two things. It is an entertainment medium and it is also the most efficient communications medium ever devised. Here below us are 1,000 reporters who feel a responsibility to report what is going on here, and so do we.

"Since television came into being —and that's only for two conventions—up to 1952 and even in that year, television was only a stepchild of radio. So only in 1956 and this year has television had a chance to show what it can do in covering conventions.

"In these two tests there has been a lot of thinking as to how we can do a better job. We're trying, experimenting, learning in an attempt to marry this new medium of tv to the old way of conducting a convention. In the future our concept of convention coverage will, of course, be refined and typed and perhaps the networks will give thought to revising our present feeling as to the proper definition of "full coverage."

Sig Mickelson, president, CBS News:

"This is the way. I don't believe there is duplication because each network covers the story in its own way. This extends even to the choice of time to present the full picture. The big news at conventions frequently develops outside the convention hall, in corridors, hotel suites, and press conferences—and even in the street.

"The public should have a choice of coverage among three fiercely competing networks just as they have a choice of different newspapers cov-

HOW NETWORKS CLEARED TIME

L.A. blocked out regular shows en masse

All three tv-radio networks last week cleared their decks on Monday-through-Thursday nights to accommodate live coverage of the Democratic convention. Starting times were later on Friday night, permitting a few prime time shows to go through. The complete list of sponsored programs hit by pre-emption:

CBS-TV (Mon. 7:30 p.m.-conclusion) *Kate Smith Show,* Whitehall; *The Texan,* All-State; *Father Knows Best,* Scott; *Danny Thomas,* General Foods; *Ann Sothern,* General Foods; *Hennessey,* General Foods, and *June Allyson,* du Pont. (Tue. 7 p.m.-conclusion) *News,* Whitehall; *Dobie Gillis,* Pillsbury; *Tightrope,* Pall Mall, and *The Comedy Spot,* S. C. Johnson. (Wed. 6 p.m.-conclusion) Two Whitehall-sponsored news shows, 6:45-7 p.m. and 7:15-7:30 p.m.; *Men Into Space,* American Tobacco; *I've Got a Secret,* R. J. Reynolds. (Thur. 8 p.m.-conclusion) *Johnny Ringo,* P. Lorillard; *Zane Grey Theatre,* S.C. Johnson; *Markham,* Renault, and *To Tell the Truth,* Helene Curtis. (Fri. 9 p.m.-conclusion) the following programs were not shown and no sponsor commitments for them had been made: *Video Village, December Bride, Twilight Zone* and *Person to Person.*

CBS Radio simulcast the tv coverage and as a result was forced to pre-empt the following shows on Monday through Thursday nights: *World Tonight,* sponsored locally by affiliates; *Backgrounding the News,* participating; *Amos & Andy,* participating; *Kingston Trio,* Seven-Up; *In Person, with Ron Cochrane,* participating; *Bob Richards,* Wheaties, and two dance orchestra programs, participating. Friday night programs were not affected as coverage started later. Because of earlier starting time on Wednesday, these also were pre-empted: A five-minute news show, participating; *Lowell Thomas,* participating, and *Sports Time with Phil Rizzuto,* Camel Cigarettes and Midas Mufflers. Some of the programs listed above were broadcast in the eastern time zone only because of time differences.

NBC-TV (Mon. 7:30 p.m.-conclu-

ering the same event. Each network has its own distinctive policies and techniques in covering the story. To sum up: What the three networks present does not amount to duplication but rather to competitive coverage and—as in other segments of our free economy—it is the public that benefits from this competition.

"The equipment is better and people are becoming more professional in using it." Mr. Mickelson said cost of time alone on the three networks for the two conventions would be around $12.5 million.

William R. McAndrew, vice president in charge of NBC News:

"As long as we have the convention system of picking Presidential nominees, then I believe we should have this type of coverage. If we didn't have the convention on NBC our stations would raise hell.

"Any other solution wouldn't be acceptable. There's the rotation system or letting one network buy exclusive rights to the convention as done for the World Series. That might be fine for underwriting the party deficit but such a proposal would certainly be fought tooth and nail.

"Every four years the same thing comes up. There's a tremendous amount of duplication which seems wasteful and we all lose money doing it, but if we are going to live up to our responsibilities we'll have to continue this type of coverage, using all the ingenuity we can muster to keep what we're putting on the air interesting and informative. The biggest change? We're using newsmen with political savvy instead of announcers."

sion) *Wells Fargo,* Procter & Gamble; *Peter Gunn,* R.J. Reynolds; *Alcoa Theatre,* Alcoa (Tues. 6:45 p.m.-conclusion) *News,* Texaco; *American Gas Playhouse,* American Gas Assn.; *Arthur Murray Party,* Glenbrook; *M-Squad,* American Tobacco. (Wed. 6:45 p.m.-conclusion) *News,* Texaco; *Wagon Train,* R.J. Reynolds, Ford; *Price Is Right,* Lever; *Happy,* Kraft; *Tate,* Kraft; *This Is Your Life,* Procter & Gamble, and *People Are Funny,* Glenbrook. (Thurs.-8 p.m.-conclusion). *Bat Masterson,* Sealtest; *Producers Choice,* R.J. Reynolds; *Bachelor Father,* American Home Products; *Tennessee Ernie Ford Show,* Ford; *You Bet Your Life,* Lever. (Fri. 9 p.m.-conclusion) the following shows were cancelled and no sponsor arrangements for them had been made: *Play Your Hunch, Masquerade Party* and *Moment of Fear.* Earlier in the week *Riverboat, Laramie* and *Richard Diamond* also were uncommitted and fell away.

NBC-TV's *Jack Paar Show* was preempted in full on Wednesday, but on Monday and Tuesday nights the program was picked up while in progress after the convention coverage concluded, a situation that was likely to be repeated on Thursday and Friday. All advertisers pre-empted from the show will receive rebates.

NBC Radio, which aired the convention from 8 p.m. to conclusion from Monday through Friday, only preempted 15 minutes of the *Sunoco 3-Star Extra* on Wednesday night and 10 minutes of the same news show on Tuesday. Regularly scheduled *News on the Hour* programs continued in their entirety, but several were delayed to later periods in the hour to avoid interference with particular convention reporting.

ABC-TV (Mon. 8 p.m.-midnight) *Cheyenne,* American Chicle, Johnson & Johnson, Procter & Gamble, Ritchie, Ralston; *Bourbon Street Beat,* Alberto-Culver, Reynolds, Brown & Williamson, du Pont; *Adventures in Paradise,* Chevrolet, Reynolds, General Foods, Armour; *Amateur Hour,* Pharmaceuticals. (Tue. 6 p.m.-1:30 a.m.) *Bronco/ Sugarfoot,* Carnation, du Pont, Brown & Williamson; *Wyatt Earp,* Procter & Gamble, General Mills; *Rifleman,* Miles Ralston, Procter & Gamble; *Colt .45,* Brown & Williamson, Whitehall; *Alcoa Presents,* Alcoa. (Wed. 6 p.m.-3:19 a.m.) *Music for a Summer Night,* spot carrier; *Ozzie & Harriet,* Quaker Oats, Eastman Kodak; *Hawaiian Eye,* Carter, American Chicle, Whitehall, Ritchie; *Wednesday Night Fights,* Brown & Williamson, Miles Labs. (Thur. 8 p.m.-conclusion) *Donald Reed,* Johnson & Johnson, Campbell; *Real McCoys,* Procter & Gamble; *Jeannie Carson,* Procter & Gamble, American Chicle; *Untouchables,* Liggett & Myers, Ritchie, du Pont, Armour, Carnation, Whitehall; *Take a Good Look,* Dutch Master cigars. (Fri. 10 p.m.-conclusion) Robert Taylor in *The Detectives,* Procter & Gamble; *Black Saddle,* Chevrolet, Alberto-Culver, Carter.

ABC Radio's broadcast schedule corresponded with that of ABC-TV, but there were no pre-emptions reported.

Networks face approximately the same pre-emptions next week when they shift their newsmen, technicians, cameras and other paraphernalia to Chicago. There, the Republicans will hold forth with a similar schedule of events. Only the setting and the political cast will be changed.

With the Chicago convention in the Central Daylight time zone, broadcast schedules will be slightly different from those of the west coast sessions.

LOCAL INITIATIVE
Independent stations much seen and heard

Independent radio-tv stations and station groups expended more time, energy and money last week than ever before to cover a national political convention, that of the Democrats in Los Angeles. They will repeat the feat in Chicago during the Republican convention.

Collectively, the manpower of the independents deployed to cover the Democratic event equaled that of the major networks, but individually their efforts appeared to be concentrated on their local delegations and color features.

Here are highlights of this coverage as reported by stations last week. A preliminary list of those accredited to cover the Los Angeles event, as reported by the Democratic National Convention, was published earlier (BROADCASTING, July 11).

Corinthian Broadcasting Corp.— KOTV (TV) Tulsa, WISH-AM-TV Indianapolis; WANE-AM-TV Fort Wayne; KHOU-TV Houston; KSTV (TV) Sacramento, Calif.: Corinthian had a staff of five news directors and four cameramen, co-ordinated by Herman Land, special projects director, and headed by C. Wrede Petersmeyer, Corinthian president, who acted as general reporter and high level contact. They'll also be in Chicago next week.

Each newsman was assigned to a state delegation. For constant communication, each had a private telephone and rented car and each wore a paging unit to receive messages leading to good stories. Camera crews covered delegate hotels in the morning and carried out roving assignments afterward. Two Telenews camera crews were hired for interviews and floor coverage, sound being recorded on the film by wireless mikes carried by correspondents on the floor. Hot news was relayed immediately to individual stations by beeper phone and film was sent by air to Chicago where it was processed for early morning shipment to stations.

Westinghouse Broadcasting Co.: WBC used a dual-tape technique for a July 14 *Convention Impressions* feature in which Los Angeles and San Francisco tape material was programmed on KPIX (TV) San Francisco. The experiment was so successful it will be repeated at the GOP convention Taking part were Wanda Raney, WBZ-TV Boston newswoman; Mike Wallace, interviewer; John Weston, KPIX, and Terrence O'Flaherty, *San Francisco Chronicle* tv critic. The Los Angeles

end of the program was flown to San Francisco.

Jerry Landay, WBZ Boston radio, landed a place on the Kennedy plane for Hyannisport, Mass. He'll also travel with the Nixon entourage to Chicago. WBZ covering both conventions in their entirety.

Taft Broadcasting Co. Stations—WKRC-AM-FM-TV Cincinnati, WBRC-AM-FM-TV Birmingham, WTVN-AM-FM-TV Columbus, Ohio, WBIR-AM-FM-TV Knoxville and WKYT (TV) Lexington, Ky.: A five-man news crew directed by WTVN-TV Promotion Manager Harry Mohr is furnishing more than 200 special convention news bulletins directly to Taft's nine am and tv outlets during the Democratic and GOP conventions, according to Lawrence H. (Bud) Rogers II, vice president.

WKRC-TV Tv News Director Nick Basso and Taft Washington bureau chief Ralph de Toledano keep close watch on state delegations in areas served by Taft outlets with tape and film reports sent through a network circuit four times daily. Shell Oil Co. has bought the coverage in Columbus, Cincinnati and Lexington and local sponsors were lined up in Birmingham and Knoxville. The same crew covers both conventions.

Triangle Stations—WFIL-AM-FM-TV Philadelphia, WLYH-TV Lebanon, WFBG-AM-TV Altoona, Pa.; WNBF-AM-FM-TV Binghamton, N.Y., WNHC-AM-FM-TV New Haven, Conn., and KFRE-AM-TV and KRFM (FM) Fresno, Calif.: Triangle's 10-man news team of reporters and cameramen, headed by Roy Nassau, community relations director of WFIL, furnished the outlets with first-person reports from the convention floor, side conferences and delegates headquarters.

The "Eyewitness" team, supported by more than 50 regular newsstaffers, working at the local stations around the clock, made more than a hundred direct feeds and used 3,000 feet of film on pre-convention activities before formal sessions began. The same group will cover the GOP convention except for three men from the Fresno outlet.

WHTI-TV Terre Haute, Ind.: Bent on doing a state job with its Indiana delegation, WHTI-TV got nationwide promotion for itself with perhaps the most unique camera coverage. A portable camera was carried by a camerawoman with a bracing contraption which resembled a flag-pole toter. She wore skin-tight western garb embossed all over with station call-letters. General Manager Joe Higgins was on hand to direct news operations.

Paramount Television Productions: PTP, licensee of KTLA (TV) Los Angeles, the only one of that city's four non-network tv stations to carry the convention proceedings live from the Sports Arena, also fed specially prepared quarter-hour convention programs to seven

The many broadcast leaders with delegate buttons

Broadcasting not only had a large representation for news coverage of the Democratic and Republican national conventions, but had many representatives taking active part as delegates.

A scanning of both parties' pre-convention lists of state delegates (Democrats did not complete delegate lists for California, Connecticut, Mississippi and Puerto Rico) and information from other sources turned up a total of 38 names.

Many broadcaster delegates themselves hold public office, ranging from U.S. senators and representatives and state governors down to offices on the local level. The list is headed by Senate Majority Leader Lyndon B. Johnson (D-Tex.), the Democratic vice presidential running mate of Sen. John F. Kennedy (D-Mass.). The broadcaster list:

Democrats

Sen. Clinton P. Anderson (N.M.), part owner, KGGM-AM-TV Albuquerque; KVSF Santa Fe.

Walter J. Brown, president, WSPA-AM-FM-TV Spartanburg, S.C.

New Mexico Gov. John Burroughs, co-owner, KENM Portales, N.M.

Pennsylvania Lt. Gov. John M. Davis, majority stockholder, WALL Middletown, N.Y.; WSPB Sarasota, Fla.

Rep. James J. Delaney (N.Y.), minority stockholder, Capital Cities Bcstg. Corp. WROW-AM-FM and WTEN (TV) Albany, WCDB (TV) Hagaman, all N.Y.; WCDC (TV) Adams, Mass.; WTVD (TV) Durham, N.C.; WPRO-AM-FM-TV Providence, R.I.

J.B. Fuqua, president, WJBF (TV) Augusta, Ga.

Rep. L.H. Fountain (N.C.) secretary-treasurer and stockholder, family-owned WCPS-AM-FM Tarboro, N.C.

James H. Gray, president WALB-AM-TV Albany, Ga.

Sen. Lyndon B. Johnson (Tex.): his wife, Claudia T. (Lady Bird) is board chairman and majority stockholder in KTBC-AM-TV Austin; KRGV-AM-TV Weslaco, both Texas.

Sen. Olin D. Johnson (S.C.): his wife, Gladys, also a delegate, is stockholder in WFGN Gaffney, S.C.

Rep. Paul Jones Sr. (Mo.), President KBOA-AM-FM Kennett, Mo.

Sen. B. Everett Jordan (N.C.), stockholder, WBBB-AM-FM Burlington, N.C. wife stockholder in WHKY-AM-FM Hickory, N.C.

Vann M. Kennedy, president, KSIX and KZTV (TV) Corpus Christi, Tex.

Rep. Eugene J. Keogh (N.Y.), minority stockholder, Capital Cities.

Sen. Robert S. Kerr (Okla.), he and family own KVOO-TV Tulsa; WEEK-AM-TV Peoria; WEEQ-TV La Salle, Ill.

Rep. Richard Lankford (Md.), part owner, WNAV-AM-FM Annapolis, Md.

Murray D. Lincoln, president, Nationwide Insurance Co., owner Peoples Broadcasting Co.; WRFD Worthington, WGAR-AM-FM Cleveland, Ohio; WNAX Yankton, S.D.; KVTV (TV) Sioux City, Iowa; WMMN Fairmont, W.Va.; WTTM Trenton, N.J.

Edward J. Lynett, owner, WEJL Scranton, Pa.

Sen. Warren G. Magnuson (Wash.), minority stockholder, KIRO-AM-FM-TV Seattle.

Tracy S. McCraken, family controls KFBC-AM-TV Cheyenne and KSTF (TV) Scottsbluff, Neb.

Former Arizona Gov. Ernest McFarland, part owner, KTVK (TV) Phoenix, Ariz.

Frank E. McKinney, director, WISH-AM-TV Indianapolis; WANE-AM-TV Fort Wayne, Ind.; WTAE (TV) Pittsburgh.

Sen. Joseph C. O'Mahoney (Wyo.); his wife Agnes is stockholder in ownership of KFBC-AM-TV Cheyenne, KSTF (TV) Scottsbluff, Neb.

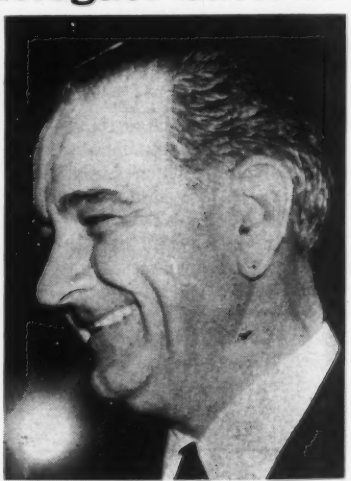
Edwin W. Pauley, part owner, KTVU (TV) San Francisco.

N. Joe Rahall, president, Rahall Stations: WKAP WQCY-TV Allentown, Pa., WNAR Norristown, Pa. WWNR Beckley, W. Va.; WLCY St. Petersburg, Fla.

Frank Rao, president, WRIB Providence, R.I.

J. Leonard Reinsch, executive director, James M. Cox Stations: WSB-AM-FM-TV Atlanta; WHIO-AM-FM-TV Dayton; WSOC-AM-FM-TV Charlotte, N.C.; WCKR-WCKT (TV) Miami.

J. Frank Warmath, president, WIRJ Humboldt, Tenn.



SEN. LYNDON B. JOHNSON (D-TEX.)
The vice presidential candidate

Republicans

Eugene Carr, president, WHBC-AM-FM Canton, Ohio.

Ethel H. Cooley, president, KLPM, Minot, N.D.

Luke Medley, owner, WHUB Cookeville, Tenn.

Harry N. Pollock, director, KFSA Fort Smith, Ark.

Franklin D. Schurz, president, WSBT-AM-TV South Bend, Ind.

Edward Shattuck, part owner, KNGS Hanford, Calif.

Robert Taft Jr., secretary, Taft Stations: WKRC-AM-FM-TV Cincinnati; WTVN-AM-FM-TV Columbus; WBRC-AM-FM-TV Birmingham; WBIR-AM-TV Knoxville, WKYT (TV) Lexington, Ky.

Sarkes Tarzian, owner WTTS-AM-FM-WTTV (TV) Bloomington, Ind.; WPAT (TV) Roanoke, Va.; WFAM-TV Lafayette, Ind.; WPTH (FM) Fort Wayne, Ind.

Thomas G. Tinsley Jr., president, WITH-AM-TV Baltimore, WLEE Richmond, WXEX-TV Petersburg, Va.

Hoyt Wimpy, president, WPAX Thomasville, Ga.

New Nielsen Awards KETV Dominant First Places in Nighttime Omaha!

1st in Share of Audience

	6:00 P.M. — 9:00 P.M.	9:00 P.M. — Mid.
KETV	39%	40%
Station Y	36%	30%
Station Z	29%	29%

1st in Total TV Homes

	6:00 P.M. — 9:00 P.M.	9:00 P.M. — Mid.
KETV	42,200	37,600
Station Y	36,800	30,000
Station Z	38,800	34,700

1st in Quarter Hours

KETV has the largest audience in more nighttime* quarter hours than both competing stations combined:

KETV	89
Station Y	34
Station Z	45

*6:00 P.M. — 12 Mid., 7 nights a week

1st in Nighttime News

	Share of Audience	TV Homes
KETV	21.9	56,828
Station Y	19.5	43,500
Station Z	17.9	42,142

7-night-a-week average rating

1st in Movies

KETV 19.5

6-night-a-week average rating — 9:40 to concl.

Buy on Omaha's Dominant Nighttime Leader

Source:
June, 1960, Omaha Metro Nielsen Station Index

KETV channel 7
ABC TELEVISION NETWORK

Ben H. Cowdery, President
Eugene S. Thomas, V. P. & Gen. Mgr.
OMAHA WORLD-HERALD STATION

U.S. stations and the Canadian Broadcasting Corp. Three 15-minute segments a day, including UPI newsfilm, a panel of *Newsweek* reporters and commentary specially tailored, were sent live to WGN-TV Chicago, WNEW-TV New York and WTTG (TV) Washington. Video taped programs, using local station personalities, were produced by PTP for KMBC-TV Kansas City, KIRO-TV Seattle, KHVH-TV Honolulu and WGR-TV Buffalo. A special 15-minute program was sent each day to CBC.

Time Inc.'s WTCN-AM-TV Minneapolis-St. Paul: Coverage was furnished by WTCN's News Director Sheldon Peterson and Bill Roberts, head of WTCN's Washington bureau. Mr. Peterson's on-spot coverage of the Minnesota delegation and other convention activities were recorded on film and flown to the Twin Cities for showing on regular tv news shows and recorded from phone reports for WTCN radio newscasts. Similar coverage is planned in Chicago.

WAVZ New Haven, Conn., and WTRY Troy, N.Y.: These sister radio stations are airing up to 10 broadcasts daily from both conventions by George Phillips, WAVZ news editor, for audiences in the New Haven and Albany-Schenectady-Troy area.

WRUL, international shortwave station with studios in New York: WRUL is broadcasting the proceedings of both conventions to its audience in Latin America, where, the station says, there are eight million homes equipped with shortwave sets. Each half-hour WRUL airs a five-minute summary of the sessions in Spanish. They are offered to several Latin American local broadcast stations for rebroadcast.

Philco International Corp. is one of the major sponsors for the WRUL broadcasts. WRUL uses 11,830 kc, 15,380 kc and 17,750 kc.

WLIB New York: special attention is being given to the civic rights angle by WLIB, which programs for the Negro audience. General Manager Harry Novik presented half-hour reports nightly during the Democratic convention and he and News Director George Goodman will supply similar reports during the Republican sessions. In addition, convention highlights and bulletins are being carried in beeper-phone reports throughout the day during both conventions.

WSOC-TV Charlotte, N.C.: A team including Carroll McGaughey, news director, and Fred Barber, reporter-photographer, kept Carolinians up to date on their own delegates' activities with daily telephone and film reports. Mr. McGaughey also covered the Democratic convention as part of an NBC team covering southern delegation development.

WNAC-AM-TV Boston: President Norman Knight headed a trio angling the New England aspects of the convention story to its audiences, interviewing New England delegates and candidates in addition to coverage provided by RKO General Teleradio. Filmed reports, with the New England point of view, were flown back to Boston.

WTOP-TV Washington: The activities of District of Columbia, Maryland and Virginia delegates were shown to area listeners in a series of special news programs highlighting exclusive coverage. Tony Sylvester acted as anchor man for reports by Steve Cushing, Roger Mudd and Mike Turpin. The same plan is set for Chicago.

WWDC Washington: News Director Robert Robinson will air frequent reports on the Republican convention on the activity of Maryland, Virginia and District of Columbia delegations, according to President Ben Strouse. He said this year's coverage is the most extensive ever made by a Washington independent station. Daily reports are planned by Jim Snyder of Westinghouse Broadcasting as well as interviews by Mike Wallace and interpretive reports by Vincent Sheean.

KCOP (TV) Los Angeles: Baxter Ward, former Gov. Goodwin J. Knight and Cal Tinney aired all regular news and commentary directly from the convention and Tom Duggan conducted nightly broadcasts.

WATV Birmingham: Long distance beeper reports were aired on the station by Betty Frink, Alabama secretary of state. Bob Harper of the Alabama governor's staff also filed reports from the Democratic convention.

KFAX San Francisco: More than 50% of the KFAX broadcast day was devoted to direct convention coverage in Los Angeles. KFAX inaugurated an "all news" format last May 16. The station had a four-man team at the convention, concentrating on the California delegation.

WINS New York: Jim Randolph, the station's Washington correspondent, headed a WINS staff at the convention, presenting special pickups from the convention floor and special features pre-arranged with major contenders for the presidential nomination. The station aired morning recaps of events which happened the night before for early risers. The WINS group also will go to Chicago.

Cleveland Broadcasting Inc.—WERE Cleveland, WLEC Sandusky, both Ohio, and WERC Erie, Pa.: Newsman Bill Jorgenson aired his twice-daily *One Man's View* program from Los Angeles, plus special editorial reports to the three stations. He also did special features for Radio Press International, which services 80 independent stations. He was assisted by Ray T. Miller Jr., Ohio state senator and president of the stations.

WJR Detroit: Extensive coverage by a 10-man team headed by Jim Vinall was furnished to the Detroit area audience, with Mr. Vinall presiding over an afternoon *Convention Caucus* and an evening *Convention Roundup,* the latter program reviewing the major events of each day. The keynote and other major addresses were carried on a non-scheduled basis. Convention reports were carried on regular station news programs. WJR newsman Jack Hamilton will head the station team at the GOP convention.

WNTA-TV New York: H. V. Kaltenborn, who covered his first political convention for radio in 1924, hosted a convention program series on WNTA-TV. Mr. Kaltenborn, who was 82 on July 9, came come out of retirement to discuss the conventions with newspaper reporters in a panel show titled *Convention Wrap-Up.* The program resumes July 24 for the duration of the Republican convention. The series originated in a WNTA-TV studio but is carrying live audio reports direct from Los Angeles and Chicago.

WNTA radio used the combined facilities of Westinghouse Broadcasting Co. and MBS from 6 a.m. (sign-on) to 1 a.m. (sign-off) during the Los Angeles convention. Programs included a daily *Convention Today* roundup at 9:30 p.m. WNTA carried the Wednesday night balloting live and on Friday aired the acceptance speeches of both the presidential and vice presidential nominees. One WNTA feature program carried convention music and voices from the past, including William Jennings Bryan, Grover Cleveland and Franklin Roosevelt.

KRAM Las Vegas: Commentator Alan Jarlson headed a five-man news team covering the Los Angeles convention, following up planning which began last October. The station shipped 10 tape recorders, broadcast amplifiers, a dozen microphones and miles of cables to the Democratic meeting and will do the same when the Republicans gather. Ted Oberfelder, vice president and general manager, claimed KRAM's effort is the first independent convention coverage ever attempted in Nevada radio-tv history. KRAM's convention coverage is part of a series, *Campaign '60,* on significant election year events. The series has four local sponsors.

KUSC (FM) Los Angeles: To help senators and congressmen at the convention keep constituents at home informed on what they are doing, 25 telecommunications students at the U. of Southern California offered facilities at the educational station for making five-

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE®
RADIO
delivers more for the money

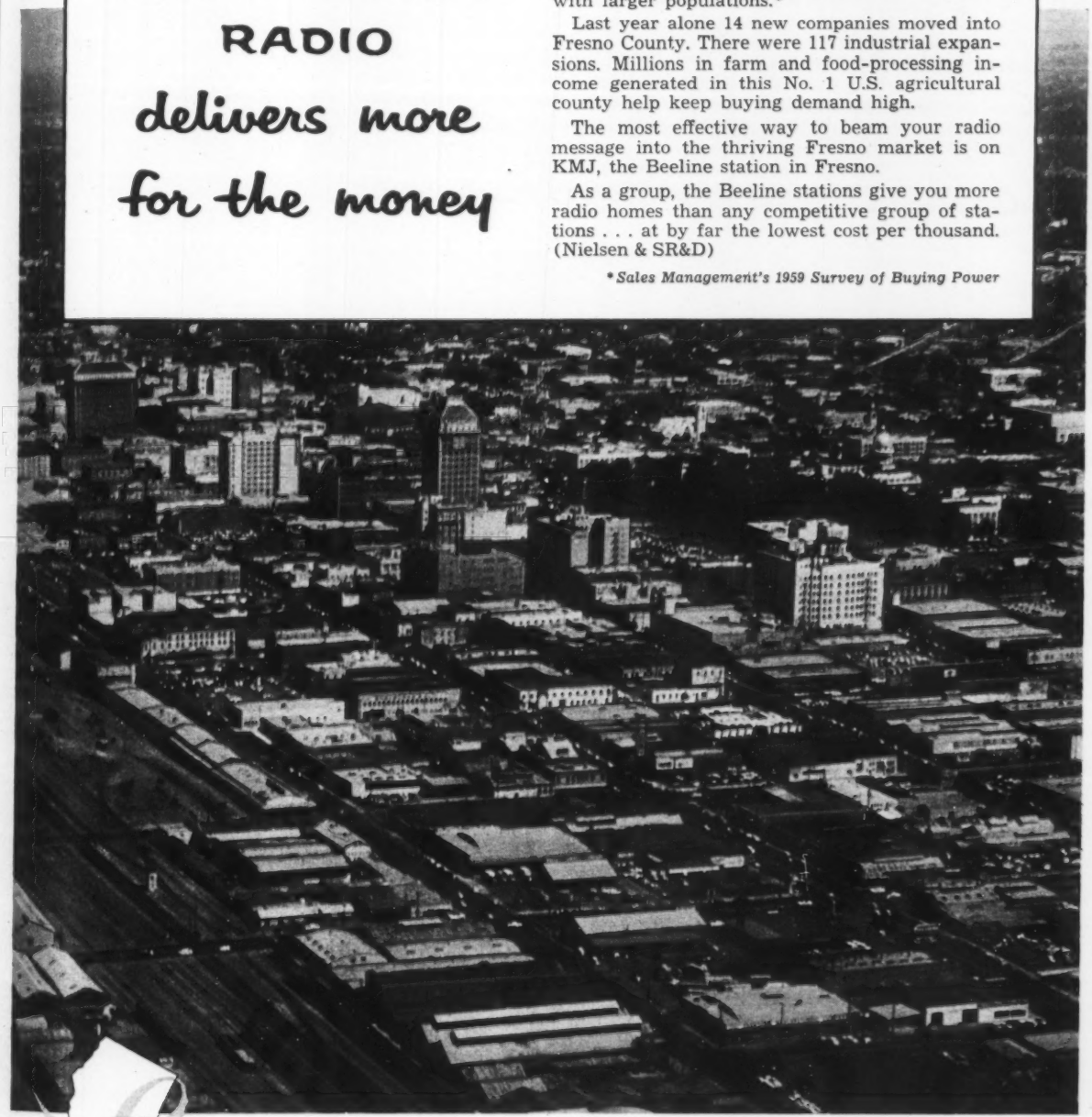
You're shooting at a booming economy when you beam your sales message into Beeline station radio broadcast territory. For example, in Fresno — home base of KMJ — retail sales exceed Spokane, Washington and Trenton, New Jersey, both with larger populations.*

Last year alone 14 new companies moved into Fresno County. There were 117 industrial expansions. Millions in farm and food-processing income generated in this No. 1 U.S. agricultural county help keep buying demand high.

The most effective way to beam your radio message into the thriving Fresno market is on KMJ, the Beeline station in Fresno.

As a group, the Beeline stations give you more radio homes than any competitive group of stations . . . at by far the lowest cost per thousand. (Nielsen & SR&D)

**Sales Management's 1959 Survey of Buying Power*



Aerial view of Fresno, a *growth market*

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

minute voice tapes to mail to radio stations in home communities. Donating their services without charge, the students also offered to airmail the tapes at their own expense. At least 12 senators and three representatives accepted the offer. The student broadcasters also offered opportunity to make tv reports on film, but regretfully levied a charge to cover the cost of the film.

Payola, quiz-rigging condemned in platform

Payola, quiz-rigging and government corruption are roundly condemned in the platform adopted July 12 by the Democrats. There's no freedom-of-broadcasting plank, however, reportedly because Chairman Oren E. Harris (D-Ark.) of the House Commerce Committee felt it would embarrass his legislative crusade. Chairman Harris was a member of the committee that produced the platform.

Freedom of information was endorsed. The platform rejected "the Republican contention that the workings of government are the special private preserve of the Executive."

The Democrats criticized the Republican failure to reverse a national mood that accepts payola and quiz scandals, tax evasion and false expense accounts, soaring crime rates, influence-peddling and "the exploitation of sadistic violence as popular entertainment."

Reform of government processes was promised along with a code of federal ethics that should attract able people to public life. A cleanup of administrative agencies was promised, with restoration of the integrity and powers of these agencies.

A plank referring to "flagrant profiteering" in the drug field proposed creation of a consumer council to represent consumers in the formulation of federal policies and at administrative proceedings. This, it was suggested, would have a direct bearing on the Federal Trade Commission and advertising.

More effective presentation of America's image by the U.S. Information Agency was urged.

And GOP's preparing for its Chicago turn

While the nation and important segments of broadcasting were immersed in last week's Democratic convention another job was underway at Chicago —completing the communications facilities for the GOP convention starting July 25.

Illinois Bell Telephone Co. has installed a rooftop platform at the International Amphitheatre with 40 microwave dishes aimed at Chicago's Loop and another 40 at other spots. A team of 200 technicians set up the communications, including 250 teletypewriters and sheafs of underground cables.

Hal Carlson, Illinois Bell plans committee chairman, said telephone facilities are 10% greater than was the case at the Democratic convention held in Chicago four years ago. Facilities will feed the Bell 87,000-mile coaxial-microwave network linking tv stations in 425 communities plus 1,000 radio outlets. Bell anticipates a potential viewing audience of 45 million homes.

Most convention activities will be concentrated in the amphitheatre and the Conrad Hilton Hotel. A fleet of vehicles, including a mobile telephone center and 75-foot snorkle tv towers and trucks, will be placed at strategic points for special pickups.

Other vital statistics: 3,500 telephones, capable of servicing a city with about 10,000 population; 40 tv and 100 audio circuits, fanning out from the amphitheatre to likely "hot spots" (the Hilton, airports, railroad stations); 25 special switchboard positions, 200 teletypewriters and 200 public telephones; 28 microwave systems (transmitters and receivers), which Illinois Bell is borrowing from other Bell System companies and now testing, plus other prewired apparatus. A 510,000-mile cross-country telephone network will serve 1,800 newspapers and wire services, with teletypewriters alone covering a 470,000-mile network serving 9,500 locations.

HOW MANY WATCHED THE DEMOCRATS?

Close to 14.5 million U.S. homes were watching the Democratic Convention during any given minute of the first three sessions. Last Wednesday night, when the delegates got down to the business of picking their nominee, the audience reached a peak of 17,314,000 homes per average minute. During three half-hour periods the per-minute average exceeded 20 million and during one of these it surpassed 21 million.

These figures, based on Arbitron national ratings, reflect tune-in to the three national networks during their convention coverage up to 11 p.m. on each of the three nights. They do not include viewing of special convention coverage on independent stations, or viewing of network coverage past 11 p.m.

On a competitive basis, NBC-TV scored a clean sweep in the battle for audience on each of the three nights, according to the findings. On Wednesday night its average tune-in was higher than those of CBS-TV and ABC-TV combined. CBS-TV was a clear second on all three nights, with ABC-TV lagging throughout.

American Research Bureau, whose national Arbitron system of instant ratings was making its commercial debut in the convention measurements, declined to disclose the scores of the three networks individually. But it did reveal that, on a half-hour by half-hour basis, total network tune-in per average minute was as follows (in number of homes, 000's omitted):

	Monday	Tuesday	Wednesday
6-6:30 p.m.	———	———	12,475
6:30-7	———	———	13,982
7-7:30	———	11,790	16,313
7:30-8	*8,545	10,829	14,760
8-8:30	11,333	10,647	15,902
8:30-9	12,063	13,068	20,564
9-9:30	12,201	14,622	18,005
9:30-10	13,937	14,028	20,244
10-10:30	15,217	17,776	21,386
10:30-11	16,176	12,200	19,512

*CBS and NBC only; ABC coverage had not yet started.

While ARB did not show a competitive breakdown as between networks, it was learned that on a nightly basis—up to 11 p.m.—the ratings and homes-reached figures lined up as follows:

Homes reached per average minute (000's omitted)

	Monday	Tuesday	Wednesday
ABC	1,713	2,210	2,577
CBS	4,863	5,324	5,561
NBC	6,450	5,586	9,176
TOTALS	13,026	13,120	17,314

Ratings

	Monday	Tuesday	Wednesday
ABC	4.4	5.8	5.9
CBS	10.6	11.7	12.2
NBC	14.4	12.5	20.6

The figures are based on information compiled by a combination of Arbitron instant-ratings devices installed in television sets, and coincidental telephone calls (which will gradually be replaced by Arbitron equipment). Approximately 800 television homes, selected to be representative of the U.S., were sampled every half-hour.

When installation of equipment is completed, homes in 100 so-called "tracts" throughout the U.S. will be sampled automatically and continuously in the same way that ARB's local and seven-city Arbitrons currently are operated. At present, homes in 24 "tracts" of the national Arbitron sample have been equipped with the continuous sampling devices and the rest, pending completion of installations, are sampled by telephone every half-hour. The national Arbitron probably will get its second commercial run —not counting a test conducted in mid-June—during the Republican convention in Chicago starting July 25.

CAN PUBLIC SERVICE BE COMMERCIAL?

We think so! DATELINE SHREVEPORT, a station-produced public-service program that focuses attention on local current events and happenings of interest in the area, *has been commercial for two years!* Following the Early Edition News, DATELINE SHREVEPORT is KSLA-TV's *"feature page"* complementing our regular news coverage with items of current interest to our viewers.

This "commercial" public service program has gained the confidence and loyalty of viewers that is reflected in the ratings as well as the results advertisers tell us they get.

DATELINE SHREVEPORT is just part of KSLA-TV's successful six years of continually building a better medium for a continuously growing audience. *Harrington, Righter & Parsons, Inc.,* can fill you in on all the *dynamic* details . . . including ratings!

KSLA TV
CBS *channel* 12 *shreveport, la.*

Still time for

PREMIUM POSITIONS AT REGULAR RATES

BROADCASTING YEARBOOK MARKETBOOK

LISTING ADVERTISEMENTS AVAILABLE ONLY IN THESE "BUYERS GUIDE" DIRECTORIES

- U.S. Radio Stations (am & fm)
- Station Representatives
- Regional Radio Networks, Groups
- Canadian Radio Stations
- Equipment Manufacturers, Distributors
- Equipment Rentals
- Frequency Measuring Services
- Station Brokers
- Talent Agents and Managers
- News Services
- Program Services
- Closed Circuit TV Operators
- Subscription TV Interests
- Research Services
- Public Relations, Publicity, Promotion Services
- Schools
- Consultants
- Book Publishers

YOUR FREE EDITORIAL LISTING HERE

YOUR SALES MESSAGE HERE

1″

2″

(OR) 3″

ADJACENCY GUARANTEED

LISTING ADVERTISEMENTS

Single column (2½″) wide by:

1″ deep $50
2″ deep $90
3″ deep $125

Position immediately following your free listing guaranteed.

No production charge for "all type" ads.

Minimum production charges if we supply cuts, etc.

Terms: Net—no agency commission allowed.

FINAL DEADLINE JULY 25

GET MAXIMUM COVERAGE . . .
USE THE INCH TO CALL ATTENTION TO YOUR LARGER SPACE

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

Attached to this coupon is copy for our ..... (1, 2 or 3) inch listing advertisement:

(PLEASE TYPE COPY AND ATTACH)

( ) Please send bill to ——→ Firm .....

Address .....

( ) Remittance enclosed .....

Per .....

Westinghouse gets Stratovision contract

Westinghouse Electric Corp., Baltimore, has been awarded a $2.2 million contract to equip and staff the two aircraft needed to launch an etv program announced last fall by the Midwest Council on Airborne Television Instruction (Broadcasting, Oct. 26, 19, 1959).

Reported jointly last week by Buford M. Brown, vice president of the Westinghouse Baltimore Div., and Dr. John E. Ivey Jr., president of the Midwest Council at Purdue U., the contract calls for two planes equipped with special transmitting facilities and for three broadcasting engineers, who will operate all of the broadcasting and monitoring equipment, tape recorders and other gear. The FCC has allocated tv broadcast channels.

The program is scheduled to start Jan. 30, 1961, with a four-month demonstration period consisting of three hours of broadcasts from one of the planes four days a week, Dr. Brown said. During the regular school year beginning September 1961, the telecasts will operate six hours a day, Monday-through-Thursday. Instructional programs will be transmitted directly from tapes carried aboard the plane. One plane will serve on a standby basis.

Six-State Coverage ■ Developed by Westinghouse, this "Stratovision" technique for transmitting tv signals from a high-flying (altitude of 23,000 feet) airplane will bring tv classes to millions of students in an area covering all or parts of Illinois, Indiana, Kentucky, Ohio, Michigan and Wisconsin.

The Midwest Council is assisted in the program by Purdue Research Foundation and Purdue U., where the courses will be prepared. The Westinghouse technical program is under the direction of Charles E. Noble, who originated and demonstrated Stratovision in the mid-forties and is currently manager of surveillance radar projects at the Westinghouse air arm division.

Merger plans would avoid duopoly charge

When multiple broadcaster Transcontinent Television Corp. takes over its fifth vhf outlet—and its sister am station (WDAF-AM-TV Kansas City; see CHANGING HANDS, page 65)—there are a couple of agreements that may or may not go into effect depending on the merger plans of two giant corporations—General Railway Signal and Regina Corp. (waxers and polishers).

General and Regina are in the process of a merger which when consummated (stockholders are due to vote in next couple of weeks) would lead to this "duopoly" problem:

General Railway owns about 15% of the Class B stock of Transcontinent. Among the stockholders of Regina are John Hay Whitney and others associated with him in the ownership of the Corinthian stations.

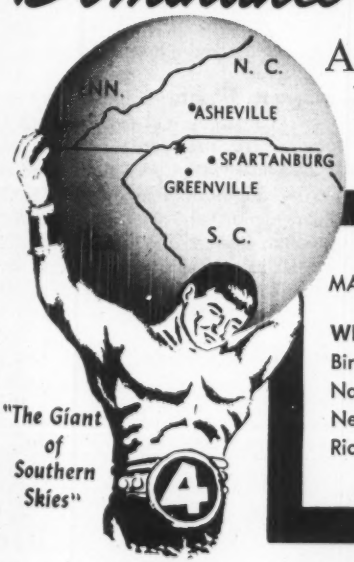
If the merger between General Railway and Regina goes through this would mean that Corinthian principals would own significantly over 1% of General Railway stock and thus be counted in Transcontinent ownership.

Transcontinent owns four vhf (and with Kansas City, five) and Corinthian owns five vhf outlets. Since FCC rules prohibit any one entity from owning more than five vhf, arrangements have been made to—

■ Place General Railway Transcontinent stock into voting trust agreement insulating General Railway from corporate affairs of TTC.

■ Remove General Railway director on TTC board. He is Herbert Chamberlain who has tendered his resignation effective upon the merger between his company and Regina.

Dominance . . . IN GREENVILLE — SPARTANBURG — ASHEVILLE



A GIANT Market ranking with Birmingham, Nashville, New Orleans and Richmond*

Here's the comparison, from TELEVISION Magazine Data Book, March 1960 (Note: Add (000) to all figures).

MARKET	TELEVISION HOMES	TOTAL HOMES	POPULATION	RETAIL SALES
WFBC-TV	**394.5**	**502.4**	**1,971.6**	**$1,517,766**
Birmingham	427.3	549.1	2,096.6	1,724,231
Nashville	345.2	463.4	1,731.4	1,426,693
New Orleans	383.4	468.8	1,710.7	1,556,221
Richmond	272.5	329.2	1,315.5	1,266,846

DOMINANCE IN THE RATINGS!

Beginning in 1953, WFBC-TV was first to serve all three metro areas of Greenville, Spartanburg and Asheville. From sign-on to sign-off, WFBC-TV has dominated every major survey covering these three areas.

NBC

CHANNEL 4

WFBC-TV

GREENVILLE, S. C.

Represented Nationally by

AVERY-KNODEL, INC.

Ask the Station or our Representatives for complete information, rates, and availabilities in the "Giant Market"

Help to Colorado U.

KBTV (TV) Denver has donated 27 units of television equipment, valued at time of purchase at more than $30,000, to the U. of Colorado for use in its projected educational television development. The gift was made by John Mullins, president of TV Denver Inc., who said the units have been replaced at KBTV by more modern models. The equipment consists of all components needed to operate a tv station except camera chains and a synchronizing generator. KOA-TV Denver had made a similar gift of used equipment several years ago.

Changing hands

ANNOUNCED ■ *The following sales of station interests were announced last week, subject to FCC approval:*

■ WCHS-AM-TV Charleston, W.Va.: Sold by Tierney Co. to Rollins Broadcasting Co. for reported $3 million. Multi-broadcaster Rollins owns WPTZ (TV) Plattsburgh, N.Y., and WEAR-TV Pensacola, Fla., and radio stations WNJR Newark, N.J.; WBEE Harvey, Ill.; WGEE Indianapolis, Ind.; WAMS Wilmington and WJWL Georgetown, both Delaware, and WRAP Norfolk, Va. John T. Gelder Jr., present vice president-general manager, will continue in active executive capacity as will present personnel, it was announced. Tierney Co. also owns WPLH Huntington. W.Va. WCHS, which was founded in 1927, operates with 5 kw on 580 kc and is affiliated with CBS. WCHS-TV on ch. 8 went on the air in 1954. It is affiliated with ABC.

■ WWIL Fort Lauderdale, Fla.: Sold by Lester M. Browning and Carey H. Blackwell to William A. Roberts for $400,000. Mr. Roberts is senior partner in Washington law firm of Roberts & McInnis. He is former president of Federal Bar Assn. and is a director and stockholder of Trailways bus lines. WWIL is 1 kw on 1580 kc, with a cp for 10 kw daytime. Broker was W.B. Grimes & Co.

■ KEOS Flagstaff, Ariz.: Sold by E.O. Smith to CLEM Inc., owned equally by Edythe Walker, her husband, Lee Walker, Rev. Claud Pettit and Mrs. Pettit for $45,000. Mrs. Walker is one-third owner of KLAK Lakewood, Colo. Mr. Walker is associated with U.S. Army Film Library at Fort Carson, Colo. KEOS is on 1290 kc with 1 kw daytime. Broker was Wilt Gunsendorfer & Assoc.

APPROVED ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page 92*).

■ WDAF-AM-FM-TV Kansas City, Mo.—Sold by National Missouri Tv Inc. to Transcontinent Tv Corp. (Edward Petry, 91% owner) for $9.7 million. Transcontinent is licensee of WROC-TV Rochester, WGR-AM-FM-TV Buffalo, both New York; 60% owner of WNEP-TV Scranton-Wilkes Barre, Pa.; 100% owner of KFMB-AM-FM-TV San Diego and KERO-TV Bakersfield, both California. Commissioner Robert T. Bartley dissented.

■ WUSN-TV Charleston, S.C.—Sold by Southern Broadcasting Co. to Reeves Broadcasting and Developing Corp. in a deal which involues merger and stock transaction. Hazard E. Reeves will own 43.4%, Christiana Oil Corp. (Louis W. Douglas Jr., president), 13.3%, and Jay Drayton Hastie with three relatives, 11.8%. Southern Broadcasting stockholders retain a 7.4% interest. Commissioner Robert T. Bartley dissented. Mr. Reeves was advised that any change in his stock interest should be reported to the commission.

■ KCVR-AM-FM Lodi, Calif.: Sold by Lloyd Burlingham to George Snell, B. Floyd Farr and George M. Mardikian for $157,500. Purchasers have 75% interest in KEEN-AM-FM San Jose, Calif.

■ KGNS Hanford, Calif.: Sold by A.J. Krisik and Ellsworth Peck to John C. Cohan for $360,000. Mr. Cohan recently sold KSBW-AM-FM-TV Salinas-Monterey, and KSBY-TV San Luis Obispo, both California. He also owns KVEC San Luis Obispo. Mr. Krisik is majority owner of KFIV Modesto and board chairman of KJBS San Francisco, both California.

Correct English

Because of what it feels is the broadcaster's "responsibility to set a good example for the public in the correct use of the English language," WAVE-AM-TV Louisville, Ky., has issued a style book for its reporters and copywriters. The book urges writers to keep sentences short, simple and effective. It includes abbreviations of terms commonly used in news copy and continuity. Emphasis is placed on the necessity for conversational tone and for taking into account the limitations of the announcer. Particular attention is paid to cliches traditionally over-used on radio and writers are instructed to avoid them.

Outstanding Exclusive Properties

MIDWEST MAJOR MARKET ***$350,000***

Fulltime facility covering one of the top midwest markets. 29% down, balance on favorable terms.

FLORIDA FULLTIME ***$50,000***

Located in one of Florida's very attractive growth markets. This fulltime facility is breaking even under absentee ownership. $15,000 down, balance over five years.

CALIFORNIA EARNER ***$340,000***

This consistently profitable property dominates one of California's most desirable areas. $75,000, balance over six years.

NEGOTIATIONS—FINANCING—APPRAISALS

Blackburn & Company Inc.

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.: James W. Blackburn—Jack V. Harvey—Joseph M. Sitrick—Washington Building, Washington, D.C.—ST 3-4341.
MIDWEST: H. W. Cassill—William B. Ryan—333 North Michigan Avenue—Chicago, Illinois—FInancial 6-6460.
SOUTHERN: Clifford B. Marshall—Stanley Whitaker—Robert M. Baird—Healey Building, Atlanta, Georgia—JAckson 5-1576.
WEST COAST: Colin M. Selph—California Bank Building—9441 Wilshire Boulevard—Beverly Hills, California—CRestview 4-2770.

Newsman released

An NBC News correspondent on duty in Cuba arrived safely in Miami Wednesday night (July 13) after being jailed by Cuban military intelligence authorities for approximately 24 hours. NBC News had reported late Tuesday that John Hlavacek, a reporter and cameraman, had been picked up at his Havana hotel and taken to intelligence headquarters for questioning after he was caught taking pictures of two other American newsmen who had been released from custody a few hours earlier. Charges were not announced, but the following night Mr. Hlavacek was escorted to a plane bound for Miami, NBC said. At week's end he was awaiting further developments in Fort Lauderdale, Fla.

Media reports

New subcriber ■ WPRO Providence, R.I., WGSA Ephrata, Pa. and WABW Annapolis, Md. have become subscribers to Radio Press International, voiced news service.

Fm companion ■ WBCM-FM Bay City, Mich., is slated to sign on the air today (July 18) on 96.1 mc with 41 kw. The station is operated by Michigan Broadcasting Co., which also runs its am companion, WBCM, and WBCK Battle Creek, Mich. It is managed by Leo Jylha, manager of WBCM. The broadcast schedule is 1:58—11 p.m. Monday through Saturday and 1:58-7:30 p.m. on Sunday. Mr. Jylha says the format will emphasize good music—classical, semi-classical and popular but not rock 'n' roll. The schedule will include programs produced by the French Broadcasting System, the U. of Michigan and Michigan State U.

Profit sharing ■ A pension and profit sharing plan instituted by Farris E. Rahall during the period he owned WFEA Manchester, N.H. paid off for 16 employes as they divided $13,546. The checks ranged from $116 to $3,225. Mr. Rahall said the plan was sponsored in its entirety by the company as was a group life insurance plan. His company operated WFEA from 1954 to March 1959. Of the 16 employes receiving checks, 10 have remained at the station. Mr. Rahall said he has similar plans at his current stations, WKAP Allentown; WNAR Norristown, both Pennsylvania; WWNR Beckley, W. Va. and WLCY St. Petersburg, Fla.

A retainer ■ National Assn. of Educational Broadcasters has retained Jansky & Bailey Inc., Washington, D.C., as its engineering counsel. Dr. Harry K. Skornia, NAEB president, reported that the firm would aid NAEB on a "proposed survey to determine education's needs for spectrum space throughout the nation." Jansky & Bailey services several universities and other educational institutions in the radio and electronics consulting field.

Vtr shipment ■ Wometco Enterprises Inc. has purchased six Ampex Videotape recorders. Each of the units includes the new inter-sync tv signal synchronizer which permits the recorders to be locked to any other signal source affording complete versatility. Two black and white machines go to WTVJ (TV) Miami; two other black and white recorders go to WLOS-TV Asheville, N.C., and the remaining two —color machines—are for WFGA-TV, Wometco-affiliated station in Jacksonville, Fla.

Studio move ■ KRHM (FM) Los Angeles has moved its studios and offices to 3421 W. Eighth St., Los Angeles 5. Telephone number remains Dunkirk 5-7421.

Agency appointment ■ KOMO-AM-TV Seattle appoints McCann-Erickson to handle all of its advertising.

Rep appointments

■ WLYN Lynn, Mass.: Kettell-Carter, Boston, as local and regional representative.

■ WPBC Minneapolis-St. Paul: Broadcast Time Sales.

■ WFMM (FM) Baltimore: Walker-Rawalt.

■ KGHL Billings, Mont. and WVEC Hampton, Va.: Devney-O'Connell.

■ WKTY La Crosse, Wis., and WKAN Kankakee, Ill.: Radio-TV Representatives.

■ WEEP Pittsburgh: Gill-Perna.

■ WOL Washintgon, D.C.; WNAV Annapolis, Md.; WDOV Dover, Del.; all Capital City Group Stations: Breen & Ward.

ABP

MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

PROPERTIES

FOR SALE

EASTERN

Eastern suburban market daytimer now showing $35,000 annual cash flow, priced at $160,000. This is a terrific station for an owner-operator. Terms available.

WASHINGTON, D.C.
1737 DE SALES ST., N.W.
EXECUTIVE 3-3456
RAY V. HAMILTON
JOHN D. STEBBINS

MIDWEST

Midwest fulltime station grossing excess of $100,000 annually, priced at $132,000 on terms. This station serves metropolitan area of 90,000 population.

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
RICHARD A. SHAHEEN

SOUTHWEST

This station is just a little over a year old. It is now doing $10,000 per month. Fully equipped. Rents transmitter land for $12.50 month on long lease. Rents studio at $150 per month. Here's a real money-maker in a small station. 29% down, 5 years to pay. Available only to qualified buyer.

DALLAS
1511 BRYAN ST.
RIVERSIDE 8-1175
DEWITT 'JUDGE' LANDIS

WEST

West Coast major market FM station priced at $105,000, with 29% down, 10 years payout. All equipment brand new.

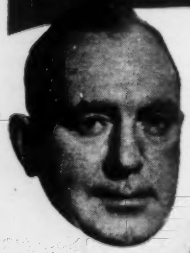
California television station, major network outlet grossing over half million, making substantial profit. $875,000 cash.

SAN FRANCISCO
111 SUTTER ST.
EXBROOK 2-5671
JOHN F. HARDESTY

HAMILTON-LANDIS & ASSOC.
INC.
NATIONWIDE BROKERS
RADIO & TELEVISION STATIONS • NEWSPAPERS
NEGOTIATIONS • APPRAISALS • FINANCING

BRAND-NEW:
Out of the thousands of
SATURDAY EVENING POST
stories read and loved by millions of Americans, **ITC** now proudly brings to television first run, for the first time, the

"BEST OF THE POST"



Pat O'Brien
. . . hard-hitting action

June Lockhart
. . . tender romance

Everett Sloane
. . . Western adventure

Charles Coburn
. . . tongue-in-cheek farce

Pulitzer Prize-winning authors like MacKinlay Kantor, Conrad Richter, Stephen Vincent Benet . . . and many others.

I T C **INDEPENDENT TELEVISION CORPORATION**

488 Madison Avenue • N. Y. 22 • PL 5-2100

Emergency-proof fm

Standard Electronics Div. of Reeves Instrument Corp., Farmingdale, N.J., has put out a series of fm transmitters with "patchover" protection to keep a station on the air despite emergencies. The transmitters have capabilities for simplex, fm stereo and other multiplex services, with the patchover principle adopted from that used by Standard on tv transmitters since 1951. The 10-kw fm transmitter consists of matched units: a 1-kw driver with serrasoid modulation and two 5-kw amplifiers with a power combiner. The driver is available separately as a 1-kw transmitter or with one amplifier to radiate a 5-kw signal. Driver output and amplifier input and output impedances are identical, 50/51.5 ohms, facilitating rapid rerouting of the rf signal to patch over a temporarily inoperative driver or amplifier.

Technical topics

Cue tapes ■ W.H. Brady Co., Milwaukee, offers highly conductive, pressure-sensitive aluminum foil tabs to be applied to magnetic recording tape for automatic stop-start-repeat operation. The Quik-Cue Contact Tabs are made of .001-inch foil which becomes part of the tape. They are applied wherever automatic switching or cueing is desired. When the tab reaches the contact points of a relay on the machine, it actuates the mechanism to stop and shut off the player or to reverse and repeat the program. They are for professional or amateur use and work on video tape and regular recording tape, according to the manufacturer. The tabs come attached to cards in units of 42 individual tabs to be peeled off at a cost of less than two cents per tab.

Range controller ■ Westrex Corp., a division of Litton Industries, has introduced a new general purpose audio compressor-limiter for use where the amplitude of the original sound is greater than the useful range of the recording or broadcasting equipment. The system consists of an RA-1593-A amplifier and RA-1594-A control unit. After initial settings are made on the control unit from a preliminary audio level test, the amplifier automatically compresses its output or chops peaks to keep the volume to within limits of the system. For further details, write Leo Call, sales supervisor, Westrex Corp., Recording Equipment Dept., 6601 Romaine St., Hollywood 38, Calif.

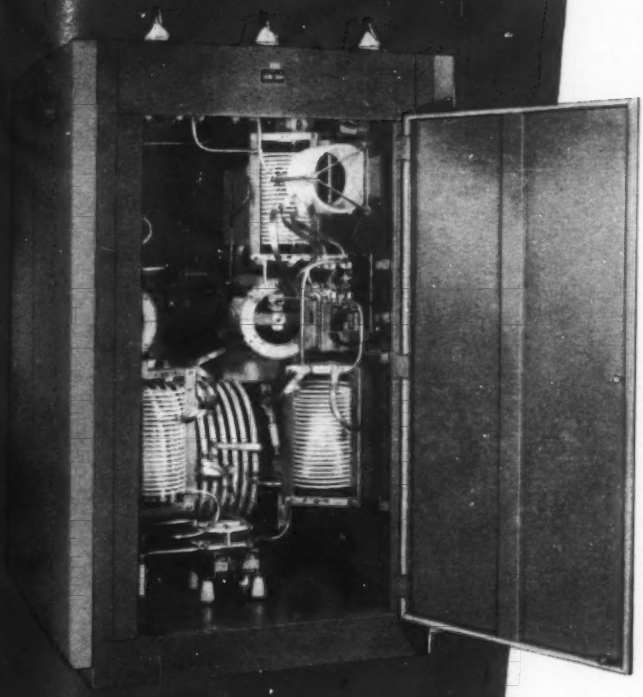
Catalogs available ■ Two new catalogs covering parabolic antennas for standard microwave service, mobile communications base station antennas and associated cables and mounting accessories are available from Prodelin Inc., Dept. G-20, 307 Bergen Ave., Kearny, N.J. Pertinent data regarding each Prodelin antenna and accessory is contained in the catalogs, the manufacturer states. They are available on request.

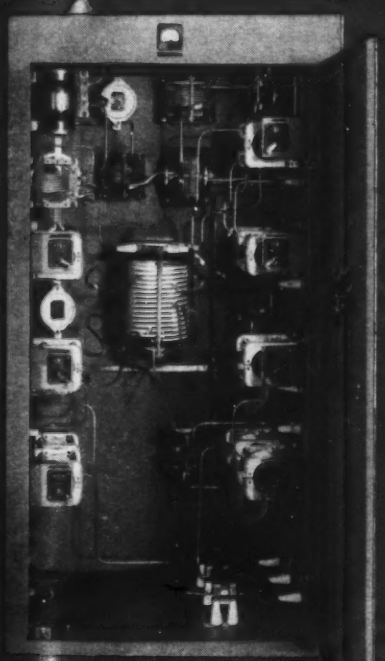
Speedy delivery ■ A "Tapemobile," 30-ton tractor-cab trailer-truck, has inaugurated a new delivery and pick-up system for Audio Devices, Stamford, Conn., manufacturer of magnetic tape, film and discs. On a two-way transcontinental run, Audio's products will be delivered to company warehouses, and material used to make them will ride home "free" on the return trip. Delivery is expected to be speeded up by four days on the cross-country run and the firm claims that the Tapemobile could mean a saving of as much as $100,000 a year.

New turntable ■ Fairchild Recording Equipment Co. has scheduled its new Model 440 turntable for August 1 delivery. The turntable will have two speeds (33⅓ and 45 rpm), single belt drive, and a control that varies turntable speed by plus or minus 1-½%. It is priced at $69.95 less base and mounting board.

Greentree branch ■ American Recording Tape Corp., Costa Mesa, Calif., manufacturers of audio and industrial magnetic recording tapes and accessories, has begun operating as a division of Greentree Electronics Corp., which has manufacturing facilities in Costa Mesa and administrative-sales offices in Los Angeles.

Canadian development ■ Canadian General Electric Co. Ltd., Toronto, Ont., has developed a 10 kw modular television transmitter with complete standby. The standby equipment will ensure no less than half-power operation under any circumstances. Designated TTC-100 series, the new unit is a 10 kw sync peak visual, 5 kw aural transmitter, has three chains of amplifiers, two visual and one aural. It has a standby first amplifier and a driver unit. The transmitter has separate power supplies for each chain, and two blowers, either of which will cool the transmitter. The transmitter comes in three models, with TTC-100-C completely automated. It is the first such transmitter designed specifically for Canadian operational needs. It is designed to take care of any kind of failure at the touch of a button, with less than five seconds lost air time, according to C. E. Spence, manager of broadcast equipment sales.





GATES

Phasing Systems Lead

2 to 1

Gates produces more than half of all phasing systems today . . . twice as many as all other manufacturers combined. And, Gates phasing systems are built by the largest full time phasor production department in the country . . . a department made up of men specializing in the design and manufacture of the finest possible phasing and antenna coupling equipment.

The outcome of this unexcelled background has resulted in the following Gates exclusives:

- The use of Gates manufactured silver plated coils for better conductivity, more stable operation and greater system efficiency.
- Easy accessibility to every part for adjustment and maintenance.
- The use of Gates "full grip" variable conductors providing a high degree of stability for all front panel controls.
- The use of "make-before-break" meter switches that have inductance loops opposite the meter. These switches provide complete compensation for the inherent meter inductance, extremely important today because of increasingly tight directional patterns.

All directional phasing equipment is manufactured to the exact specifications of the customer's consulting engineer, and work is not initiated until the consultant approves the design.

Gates manufactures phasing equipment up to 100 KW in power and for any number of elements. Prices are quoted promptly upon receipt of specifications. Many phasing systems can be quoted within one working day. We invite your inquiry.

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

Offices in:
HOUSTON, WASHINGTON, D.C.

Export Sales:
13 EAST 40th STREET, NEW YORK CITY

In Canada:
CANADIAN MARCONI COMPANY

HARRIS INTERTYPE CORPORATION

BRITISH TV SOARS 35% IN 1960

Total increase of 22 million pounds for entire 1960 predicted

The figures for the first six months of 1960 as compared to those of the comparable period of 1959 have convinced Geoffrey Irwin, managing director of Great Britain's Television Press Agency, that "a £22 million increase in tv expenditure during 1960 over the previous year is not too much to expect."

He further speculated that program contractors' gross revenue, before discounts, is likely to be £80 million this year as against 1959's £58 million. The six month's increase represented in the tables below is 35%. Revenue is calculated from contractors' rate cards and it excludes agency and series discounts.

Month		Total Expenditure	A.R. London	A.T.V. London	A.T.V. Midland	A.B.C. Midland	Granada North	A.B.C. North	S.T.V. Scotland	T.W.W. Wales/West	Southern	Tyne-Tees	Anglia	Ulster
Jan.	1960	£5,557,321	1,128,970	621,510	496,170	320,786	1,102,720	514,441	296,891	324,520	266,586	271,903	159,924	52,900
	1959	£3,822,710	824,917	434,670	423,031	210,616	765,623	363,578	252,308	240,322	190,108	117,537		
Feb.	1960	£6,004,249	1,294,495	532,369	613,363	317,781	1,171,037	524,650	367,271	354,838	289,132	302,030	169,177	68,106
	1959	£4,589,372	996,989	518,860	488,265	248,897	855,080	427,175	302,645	298,700	243,763	208,998		
Mar.	1960	£6,757,644	1,483,405	556,186	704,714	321,250	1,363,062	541,909	418,621	407,531	328,681	347,236	198,082	86,967
	1959	£5,236,928	1,178,129	586,200	555,632	305,011	953,024	419,657	361,636	320,506	310,446	246,687		
Apr.	1960	£6,410,345	1,351,820	616,410	656,197	344,666	1,257,827	489,807	387,867	388,886	320,174	324,444	190,506	81,741
	1959	£4,959,189	1,162,843	475,165	580,561	230,803	964,383	377,096	334,267	306,975	312,195	214,901		
May	1960	£6,777,072	1,424,067	652,595	691,150	357,270	1,305,016	521,889	394,154	393,440	430,320	332,625	191,506	83,040
	1959	£4,886,082	1,054,858	570,630	541,330	289,379	888,809	421,205	302,821	298,516	288,919	229,615		
Jun.	1960	£5,880,567	1,387,711	452,345	575,412	292,018	1,251,496	397,969	334,121	351,461	366,925	252,125	151,306	67,678
	1959	£4,245,719	990,126	410,070	483,800	186,537	886,065	318,409	244,846	289,917	243,644	192,305		
	1960	£37,387,798	8,070,468	3,431,415	3,737,006	1,953,771	7,451,158	2,990,665	2,198,925	2,220,676	2,001,818	1,830,363	1,060,501	440,432
	1959	£27,740,000	6,207,862	2,995,595	3,072,619	1,471,243	5,312,984	2,327,120	1,798,523	1,754,936	1,589,075	1,210,043		

CBC'S COMPETITION BBG proposes rules for second tv network

A 49% interest in any company licensed to operate a television network competitive with the Canadian Broadcasting Corp., must be held by at least six second tv stations in Canada's major markets. This basic ground rule was proposed by the Board of Broadcast Governors at Ottawa on July 7.

The BBG proposed 12 rules for a second tv network. A public hearing will be held on these proposals on Sept. 1 and 2 at Ottawa. Following the hearing, final regulations for licensing a competitive network will be announced and applications received until November 1.

Until now, national networks in radio and television have only been permitted to the government-owned CBC. With competitive tv stations licensed and soon to be in operation in eight major markets, need for a competitive network has arisen.

The BBG proposed that a company be licensed to operate a network, that it must prove its ability to obtain microwave facilities and adequate microwave network time for live and taped programs; that such a company be licensed for an initial five years, with renewal in five year periods; that half the directors of the company must be elected by six or more basic tv stations holding stock in the company; that BBG must approve share transfers. The second network stations could only be affiliated with one network, but individual stations could obtain special programs from another network with BBG approval.

Stations must have an affiliation agreement with the network. The agreements would be subject to BBG approval. The network must provide for distribution of studio produced programs and remote facilities. All programs produced by the network must be offered all affiliated stations, but if not taken within 30 days, can be offered to competitive stations in the area. The agreement between the network and its affiliates may provide for reserve time periods; but the affiliates may have only first option on any additional programs offered it by the network.

No network may have an exclusive contract to take programs only from one program supplier or non-Canadian network. BBG regulations applying to stations must be observed by the network, and final responsibility for programs and program policy of the network will rest with the network company.

Football sponsors

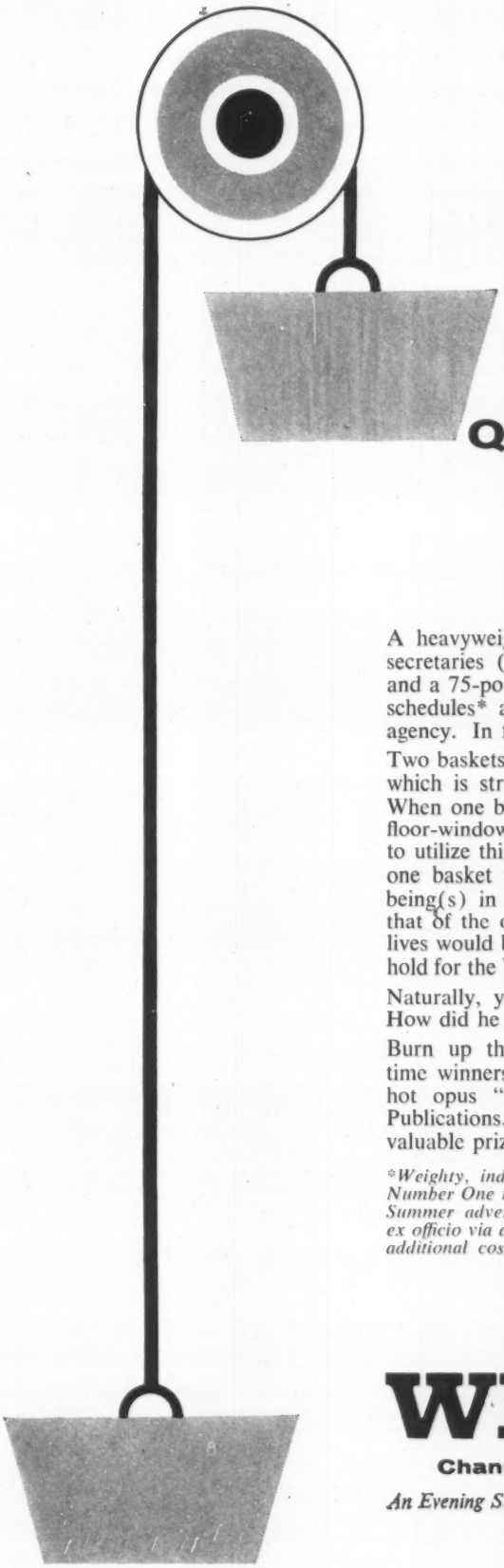
British American Oil Co. Ltd., Toronto, Ont., and Dow Brewery Ltd., Montreal, Que., will share the sponsorship of 21 games of the Eastern Canadian Football Conference, plus three play-off games and the final Grey Cup championship game on the eastern Canadian English and French-language CBC television networks. This marks the first time a brewery has sponsored the games outside the province of Quebec.

In western Canada, CBC has announced the Western Interprovincial Football Union games, covering 11 league games and four or five play-offs, plus the Grey Cup game, will be 50% sponsored by British American Oil Co. Ltd. Negotiations are continuing for sale of other 50%. The western games will be carried by the CBC's western tv network.

Liquor ad code proposed in Canada

The principles and objectives of a proposed national code for liquor advertising have been endorsed by the Canadian Assn. of Provincial Liquor Commissioners at their July meeting at Jasper, Alta. Nine provinces and the Yukon Territory had representatives at the meeting. Only Newfoundland was not represented. The code is the first drawn up to guide liquor advertising on a national level. It will not be made public until the various provincial governments adopt it and make it public.

The conference was told by Ontario representatives that the province will implement the code in stages between Aug. 1 and Nov. 1 this year. This will permit legal liquor advertising in all media for the first time in the most populated province, where radio and television advertising of beer has been seen only from U.S. border stations or Quebec stations. Publishers have circumvented the law by printing outside the province.



SAUVE QUI PEUT

(or women and schedules first?)

A heavyweight H-R salesman (195 pounds), two secretaries (small, 105 pounds; petite, 90 pounds) and a 75-pound carton of indispensable WMAL-TV schedules* are trapped on the third floor of a hot agency. In fact, the building is burning.

Two baskets are attached to opposite ends of a rope which is strung across a pulley outside a window. When one basket is grounded, the other is at third-floor-window level. However, there is only one way to utilize this device: by placing a heavier weight in one basket than the other. The weight of human being(s) in the descending basket must not exceed that of the other by more than 15 pounds, because lives would be endangered. This restriction does not hold for the WMAL-TV schedules. They can take it.

Naturally, you can depend on the H-R salesman. How did he save all?

Burn up the mails—send solution pronto. First-time winners will receive a free copy of Dudeney's hot opus "Amusements in Mathematics"—Dover Publications. Repeat winners will receive other valuable prizes.

**Weighty, indeed—due to WMAL-TV's emergence as the Number One nighttime audience leader (ARB and Nielsen). Summer advertisers on WMAL-TV's Straw Hat Plan win ex officio via audience increases of as much as 15% without additional cost.*

wmal-tv abc

Channel 7 Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSVA-TV and WSVA, Harrisonburg, Va.

NEW STANDARD UPRIGHT (VR-1001A)

incorporates all the components of the performance-proven DeLuxe Console in a pint-size 11½ sq. ft. . . . just 5′ 3″ high . . . the perfect answer for mobile-unit use . . . or anywhere else space is tight. Easy to operate sitting down. And, it's got accessibility plus . . . for servicing, every component at your fingertips. You get this same kind of convenience in tape handling, too . . . working with standard, side-by-side horizontal reel operation when threading tape or splicing on the tape-stacking work shelf. The compact Ampex VR-1001A . . . a new standard in TV tape recording.

Ampex VTR's . . . the Democratic choice! 25 Ampex VTR's were used to cover the Democratic National Convention. At the local level, campaign spots and speeches can pay for an Ampex for your station. Hop on the tape bandwagon . . . and help yourself to new profits . . . now!

NOW...NOT 1 BUT 2 VIDEOTAPE* TELEVISION RE

*TM Ampex Corp.

NEW DELUXE CONSOLE (VR-1000C)

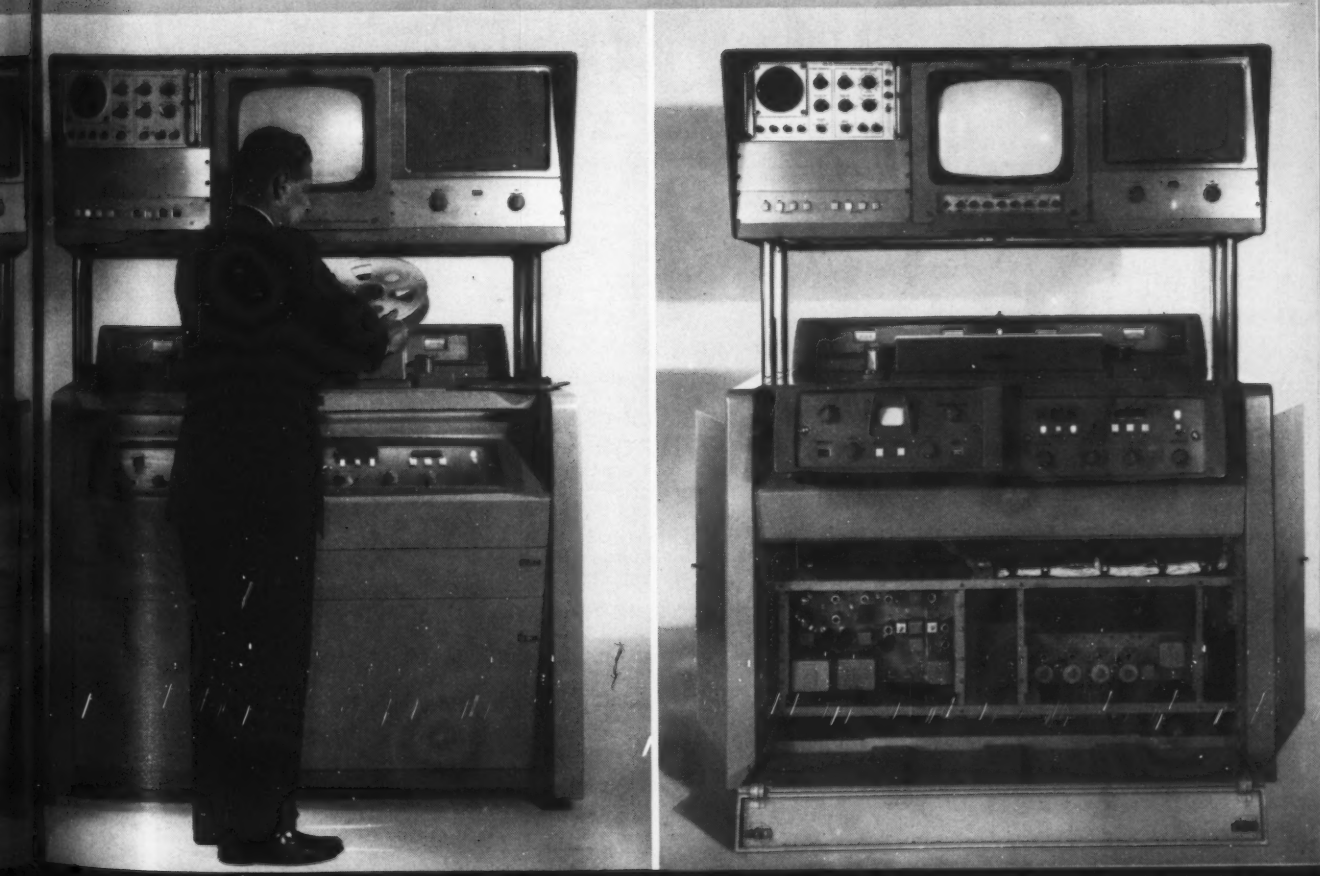
unites years-ahead features with years-proven, table-top convenience. Just slip tape reel on spindle . . . lift off. No hold-down knobs. No pins to line up. The only recorder that "works so fast" you can schedule tapes back-to-back . . . (and profit from it)! Use work surface for stacking reels . . . holding cue sheets . . . splicing tape. And accessibility — from either front or back — is virtually as easy as "swing-out" shelves. For the facts on *all* the features you expect — and get — only from Ampex, write for detailed information.

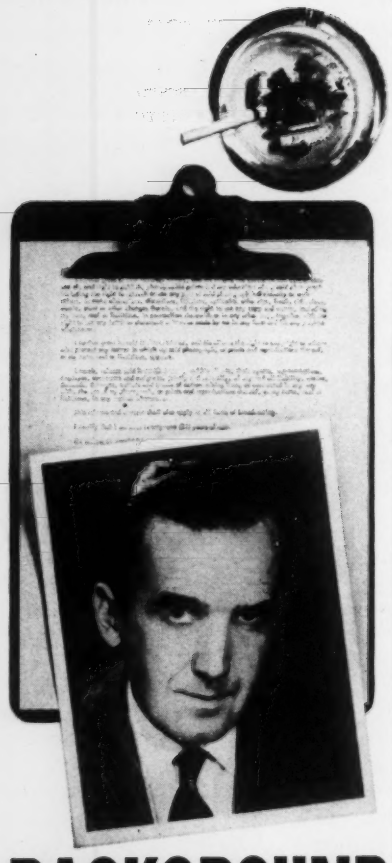
Ampex tapes are made and played around the world.

AMPEX

VIDEO PRODUCTS DIVISION
AMPEX PROFESSIONAL PRODUCTS COMPANY
934 Charter Street • Redwood City, Calif.

ORECORDERS...NEW...AND ONLY FROM AMPEX





BACKGROUND

Edward R. Murrow returns—with a major innovation in news programs. Every Sunday he and crack CBS News correspondents abroad examine the week's most significant news in a 25-minute international "conference call." The objective: to impart fresh insight into the meaning of the news. In all radio, Edward R. Murrow is the kind of company you keep . . .

ONLY ON CBS RADIO

Canadian BBG okays two new tv stations

New tv stations have been recommended for Antigonish, N.S., and Mont Blanc, Que., by the Canadian Board of Broadcast Governors.

Atlantic Television Co., Antigonish, will be licensee of a new station in Antigonish on ch. 9 with 73 kw video and 36.5 kw audio. The new Mont Blanc station on ch. 80 with 401 w video and 200.5 w audio will be a satellite of CHAU-TV New Carlisle.

The BBG also recommended a foreign language radio station for C. Stanczykowski, who applied for such a license a year ago. It will be on 1410 kc with 1 kw. The BBG studied the foreign language broadcast problem in the Montreal area before recommending the new operation.

Set sales dropping

Sales of radio and television receivers in Canada continue to drop, with 117,033 tv sets sold in the first five months of 1960, compared with 139,744 in the same 1959 period. Radio set sales in the January-May period this year totalled 189,012 against 220,547 in the same 1959 months, according to figures released by the Electronic Industries Assn. of Canada at Toronto.

Ontario continued to lead in purchases accounting for 43,954 tv sets of the total and 89,300 radio receivers, with Quebec in second place with 29,751 tv receivers and 47,134 radio sets.

Dutch station illegal

An unlicensed radio station operating on board a ship off the coast of Holland has been declared an illegal operation by the Dutch government. Commercial broadcasting is not allowed in Holland and the 1620-kc station is violating that statute. Operated by Vrije Radio Omroep Nederland, VRON programs popular music principally. It is following a pattern established some months ago by Radio Mercur, a ship-station transmitting in Danish. It is reported that similar operations are planned off the coast of Scandanavia.

BBG's tv plans

Applications for second television stations in all Canadian cities, not just the eight major markets, are expected to be heard by the Board of Broadcast Governors starting this fall. No applications have been filed with the BBG, but the board is expected to announce soon that it will entertain such applications in September. Not all cities which are now served by one station have a second tv/vhf channel available by international agreement between the United States and Canada. Recommendations will be made by the BBG if the market permits the economic establishment of a second station in these smaller cities. Third tv stations in major cties where vhf channels are still available, such as Vancouver and Winnipeg, may also be licensed after the second stations have had a chance to become established.

Record year predicted

Gross commissionable national billings in Canadian television were up 29% in the first three months of this year to $14,484,460, according to a report of the Broadcast Advertising Bureau, Toronto, a branch of the Canadian Assn. of Broadcasters. At this rate, Karl A. Steeves, tv sales director of BAB points out, Canadian tv stations could produce $60 million of national business this year, a record in Canadian tv advertising.

■ Abroad in brief

Animals star ■ Riverbank Productions, Toronto, Ont., has sold its 13 episode film series, *Tales of the Riverbank*, to the British Broadcasting Corp., London, England. The children's film series is about animals. All the actors are small animals including hamsters, mice, frogs, chipmunks and a raccoon. The series has been shown on the Canadian Broadcasting Corp. Negotiations are in progress for their use in Russia. They also have been shown at the Stratford (Ont.) Film Festival and the Moscow Film Festival. David Ellison and Paul Sutherland of Toronto are producers. The films' budget was as low as $2,500 each.

Mobile Canadian vtr ■ Taylor Video Corp., Toronto, has ordered for fall delivery a mobile video tape television production studio-on-wheels costing over $250,000 from Canadian General Electric Co. Ltd., Toronto. The 50-foot truck will be equipped to produce both feature television programs and tv commercials in any location. Equipment will include three British E.M.I. 4½ inch image orthicon tv cameras, the first such units sold in Canada since Canadian General Electric reached a marketing agreement with the British firm. The mobile studio will also have the latest Ampex Videotape recorder, associated studio gear for the cameras, complete 16-channel audio system, telechrome special effects and other facilities.

Compton's British affiliate ■ Compton Adv., N.Y., has acquired an interest in S.T. Garland Advertising Service Ltd., London. The agencies will make their international facilities available to their clients. The Garland organization will be known as Garland-Compton Ltd.

WARNERS SELLS POST-'48s

Canadian group to distribute movies to tv

Warner Bros. Pictures Inc. has granted a seven-year license to Creative Telefilm & Artists Ltd., Toronto, to distribute about 110 post-'48 feature films to television. Though the purchase price was not disclosed, it was reported to be approximately $11 million.

Warner's move is expected to touch off similar action by other major studios, including Columbia Pictures, 20th Century-Fox and Samuel Goldwyn Productions. The Warner group is not the first major U.S. product of post-'48 vintage to have been released to television. Matthew Fox, who purchased the entire RKO library in 1955, has sold the 83 post-'48 films in the group to tv, starting in 1957, after making payment to unions representing writers, actors and directors.

Details Later ■ Details of the Warner transaction with Creative Telefilm were sketchy. David B. Stillman, president of Creative Telefilm, said that additional information would be released at a news conference in New York this week. He declined to give titles of the features included in the package but confirmed that the group included "A Star Is Born," "Battle Cry," "East of Eden," and other films issued to theatres between 1950 and 1956.

Creative Telefilm is listed on the Toronto stock exchange. A leading investor in the company is Louis Chesler, Canadian industrialist, who provided the financing for the purchase of the pre-'48 Warner library. Eliot Hyman, who was associated for a time with Mr. Chesler in Associated Artists Productions, which distributed the pre-'48 Warner features, has renewed his business affiliation with Mr. Chesler in Creative Telefilms. It is reported that a U.S. subsidiary of Creative Telefilms will be formed, with Mr. Hyman in a top level post, for the purpose of selling the post-'48 Warner features.

The recent agreements concluded by the motion picture producers paved the way for the release of post-'48 films to tv. A major obstacle was that talent guilds had insisted upon a share of the profits in the rentals of these films to tv. The latest contracts with actors and writers provide that they will not share in post-'48 features' revenue but will in films produced in 1960 and thereafter.

Post-'48 Rush Seen ■ All major producers leased or sold outright their pre-'48 features. Most are reported to be formulating plans for offering their post-'48 product to tv, though United Artists has reported recently it is biding its time.

Many post-'48 films produced abroad or by independent companies here already have been sold to tv. Broadcast Information Bureau reported last week that there are almost 2,000 titles already available. BIB's latest issue of its "Tv Feature Film Source Book" indicates that a total of 9,200 features have been released to tv.

Post-'48s offered by Alexander Prods.

M. & A. Alexander Productions has assembled a star-studded "VIP" package of 35 post-'50 theatrical features which are being offered to tv stations. The package already has been sold in more than a dozen top markets from Atlanta to Spokane. "When stations can offer big names . . . they can be assured of top ratings and ready interest on the part of sponsors," Arthur Alexander, president of the firm, said.

The "VIP" package includes: "Pandora and the Flying Dutchman," with Ava Gardner, James Mason and Nigel Patrick (a 1952 release); "The Warriors," starring Errol Flynn, Joanne Dru and Peter Finch (1955); "Tonight's the Night," with David Niven, Yvonne DeCarlo and Barry Fitzgerald (1955); "Security Risk," with John Ireland and Dorothy Malone (1954); "Seven Angry Men," with Raymond Massey, Debra Paget and Jeffrey Hunter (1955); Mickey Rooney and Wendell Corey in "Bold and the Brave" (1956); "Highway Dragnet," with Joan Bennett and Richard Conte (1954), and others.

Survey analyses radio sports shows

Two out of three locally produced sports programs on radio stations are sponsored, according to a survey conducted by Karl Klages, director of the Utah State U. sports news division.

Based on a study of 225 returned questionnaires, Mr. Klages found that sponsorship of sports shows ranges from 60% of total coverage at large stations to 70% at medium and 78% at small stations.

Football was found to be the favorite play-by-play sport, followed by basketball, baseball, hockey, track and other events. Football sportscasts are carried

Ma Perkins

Her story is the oldest, continuous daytime drama in radio, but Ma Perkins is as up-to-date, as freshly confident as the youngest face in Rushville Center. Her point of view, her newest adventure always hits home, no matter where home is across America. Sponsors find her sales message hits home too. In all radio, Ma Perkins is the kind of company you keep . . .

Only On CBS Radio

What the viewers think

Concerned by critcisms of tv in newspapers and magazines, WHIO-TV Dayton, Ohio, decided to take a poll to determine how local viewers felt about tv in general. Purpose of the survey was to investigate general public attitudes on programming rather than measure the popularity of WHIO-TV. The first mailing was 1,500 questionnaires, of which 33% were returned. The second mailing was 250 with identical questions. The results were compared separately as a check on the accuracy of the sampling. The percentages were approximately the same, convincing the station the margin of error on a sampling of that size would be relatively small.

Detective adventure programs were first-choice favorites of the greatest percentage of viewers, while only one-third as many preferred educational programs. *Perry Mason* and *77 Sunset Strip* were the best-liked shows in the former category. Questioned on network "specials," 54% of the viewers favored them, though some of these added qualifying comments such as "if worthwhile," or "if they really are special." However, 42% replied they preferred regular programs. Many of the comments expressed disappointment in spectaculars, but there was favorable response to such documentaries as *Population Explosion*. It was learned that 47% of the respondents had watched that show—40% liked it; 6% didn't, and 1% offered no opinion.

WHIO-TV requested comments in addition to straight answers to the questions and reports that 45% cooperated in this, with comments running from one line to a full page. Less than 1% of the comments could be construed as hyper-critical or anti-tv, the station reports.

by 63% of the surveyed stations, with stations averaging better than 14 games in the 1959-60 sports year. This includes high school, college and professional games originated by the stations. Nearly four-fifths (78%) of small stations originated football; 84% of all replying stations originate play-by-play coverage of various sports.

Two out of three of the stations employed sports directors, with 64% of stations saying these directors doubled in news, sales and other station functions. Thus only 36% of radio stations have fulltime sports directors.

Salaries of station sports directors match and in many cases exceed those paid to newspaper sports editors in communities of comparable size, it was found. Average salaries: Large stations, $11,500 for fulltime directors, $11,600 for combination men (many of these also get tv talent fees); medium stations, $8,200 for fulltime, $7,400 for combination men; small stations, $6,200 for fulltime, $5,900 for combination men.

Talent fees for play-by-play were found to average $37.50 per game at large stations, $31 at medium and $22 at small stations. Over half of the sports directors or play-by-play men are college graduates.

The 5-7 p.m. period was found the most popular sports period (56% of stations), followed by 7-9 a.m. and 10 p.m. Sports scoreboards and 1-2 minute capsules are becoming popular, Mr. Klages' survey found. He pointed out that the survey figures came, to a considerable extent, from stations which have won acceptance through local sports and/or news coverage. Replies were from the management level.

Film sales

"Assignment: Underwater" (NTA)

Sold to WNEW-TV New York; WTTG (TV) Washington, D.C., and WBZ-TV Boston.

Now in more than **55** markets.

"Greatest Headlines of the Century" (Official)

Sold to WTVJ (TV) Miami; WFMJ-TV Youngstown, Ohio; KOMO-TV Seattle; KYW-TV Cleveland; KCRA (TV) Sacramento, Calif.; WFBM-TV Indianapolis; WXYZ-TV Detroit; KDKA-TV Pittsburgh; WFBC-TV Greenville, S.C., and KELP-TV El Paso, Texas.

Now in **17** markets.

"Pre-1948 Paramount Features" (MCA-TV)

Sold to WDEF-TV Chattanooga; WDBJ-TV Roanoke; WRVA-TV Richmond, Va.; WKTV (TV) Utica, N.Y., and WFMJ-TV Youngstown, Ohio.

"V.I.P. Package" (35 post-'50 feature films) (M&A Alexander)

Sold to WAGA-TV Atlanta, Ga.; WJBK-TV Detroit; WISH-TV Indianapolis, Ind.; KRON-TV San Francisco, Calif.; WAVE-TV Louisville, Ky.; WCAU-TV Philadelphia, Pa.; WREC-TV Memphis, Tenn.; KFSD-TV San Diego, Calif.; WWL-TV New Orleans, La.; KHQ-TV Spokane, Wash.; WKBW-TV Buffalo, N.Y.; KRLJ-TV Las Vegas, Nev.; KGNS-TV Laredo, Texas.

"Two Faces West" (Screen Gems)

Sold to Labatt's Beer for Rochester, Buffalo and Watertown, all New York; and Erie, Pa.; Coors Beer for Denver and Colorado Springs, both Colorado; Yuma, Ariz.; El Paso, Amarillo, Midland-Odessa, all Texas; Drewry's Beer for stations in Grand Rapids and Flint, both Mich., and Cedar Rapids, Iowa; and to Standard Oil of Texas for 6 southwest markets. Also sold to KTTV (TV) Los Angeles; WGN-TV Chicago; WWJ-TV Detroit; WDSU-TV New Orleans; WLWA (TV) Atlanta; WTVJ (TV) Miami; WSM-TV Nashville; WBNS-TV Columbus, Ohio; WTCN-TV Minneapolis; KFMB-TV San Diego; WJXT (TV) Jacksonville, Fla.; WBTV (TV) Charlotte, N.C., and WAVY-TV Norfolk, Va.

Now in **115** markets.

"Have Gun, Will Travel" (CBS Films)

Sold to Lever Bros. and Whitehall Laboratories, Div. of American Home Products for alternate sponsorship on the full Canadian Broadcasting Co. English network.

"Award Theatre" (Screen Gems)

Renewed by Quaker Oats Co., for 21 Western markets, including San Francisco, San Diego, Spokane, Seattle, Salt Lake City and Portland, Ore.

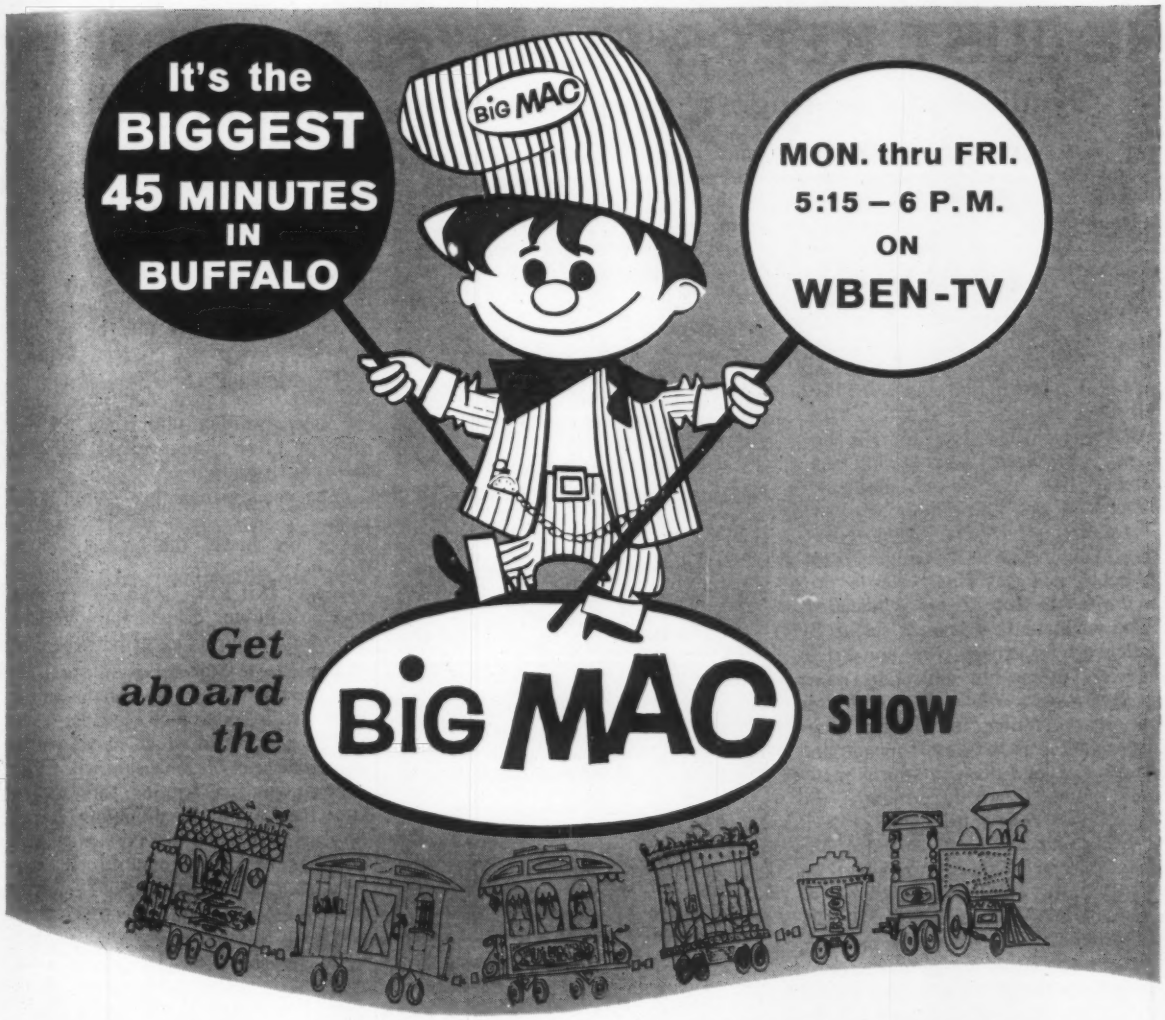
"Lock Up" (Ziv-UA)

Sold to WTMJ-TV Milwaukee; WBAL-TV Baltimore; WWJ-TV Detroit; KFSA-TV Ft. Smith, Ark.; WMAZ-TV Macon, Ga.; WJAR-TV Providence; WSTV(TV) Steubenville, Ohio; WRCV-TV Philadelphia; KFYR-TV Bismarck, N.D.; WTVM (TV) Columbus, Ga., KMOT (TV) Minot, KUMV-TV Williston, KDIX-TV Dickinson, all North Dakota; WCTV (TV) Tallahassee, KLAS-TV Las Vegas, and KOOK-TV Billings, Mont.

Also sold to Old Kent Bank and Trust Co., Standard Oil of Indiana, both on WOOD-TV Grand Rapids.

Ziv-UA policy change

In a change of programming policy at Ziv-United Artists, the company last week announced it has signed a contract with John Robinson, head of Libra Ltd., Hollywood, under which that organization is to produce an action tv film series for Ziv-UA. Richard Durso, Ziv-UA vice president in charge of programming, New York, said the agreement covering the still untitled series is the first of a group of similar transactions to be negotiated with producers, writers and directors as part of the new programming principle at Ziv-UA. He noted that in the past, the company relied on its own production organization for its tv output.

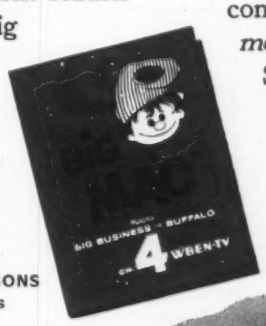


Food, toys, candy, clothing — all youth-inspired items plus merchandise for adults get effective exposure in this new WBEN-TV late-afternoon entertainment package.

Youngsters revel in the kiddie acts, circus features and adventure segments. Adults enjoy the nostalgia of seeing big names of a bygone day.

From Warners' 2000-plus library of famous featurettes, 210 are professionally integrated into daily programs of interesting variety.

THE BIG MAC SHOW can do a big job for you in Western New York. With back-to-school planning and holiday promotions coming up, *now's the time to make your move.* A good place is the BIG MAC Show on Ch. 4 — where your dollars always count for more.



get the facts
in our new
BIG MAC
brochure . . . from
HARRINGTON, RIGHTER & PARSONS
National Representatives
or write

WBEN-TV
The Buffalo Evening News Station

CH. 4
CBS in Buffalo
Affiliated with WBEN Radio

HE JUST KEEPS RIDIN' ALONG ON TV

Syndicated Roy Rogers' re-runs bring big results for Nestle

There is some creative material—a few books, a lesser number of plays and still fewer movies—that seems to be endowed with eternal life and the ability to go on entertaining people year after year, generation after generation.

To this select band of immortals, add a tv entry, the *Roy Rogers Show*. For five years it occupied a weekly half-hour time period on NBC-TV, with General Foods as sponsor. Then, in the fall of 1958, 100 of those programs were put into syndication. Scarcely had that move been announced before the Nestle Co. decided that this might be a good advertising medium for its beverages, bouillon cubes and flavorings. Nestle proposed a test to Roy Rogers Syndication.

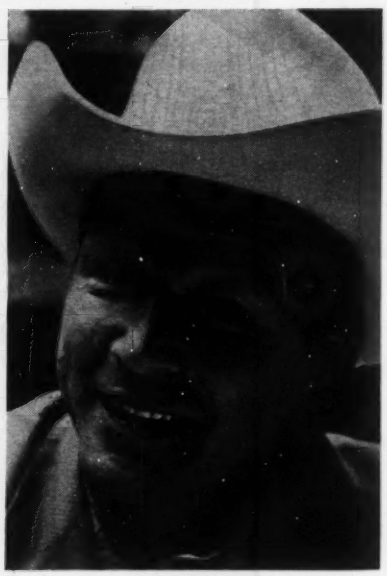
The terms of that test, as set up by Nestle and its agency, McCann-Erickson, were simple but difficult: (1) Get the *Roy Rogers Show* into good time slots on top stations in 35 major markets, including New York, Chicago and Los Angeles, and do it in approximately one month. (2) In three months, the *Roy Rogers Show* must equal or beat the rating and cost-per-thousand of the *Lone Ranger* (solidly entrenched on CBS-TV after eight years, three of them with Nestle as sponsor). (3) Deliver proof of sales of Nestle products directly traceable to the program.

The Results ■ "We cleared time on 31 stations, 85% of them within the stipulated 30 days," Ned Koenig, president, Roy Rogers Syndication, explained. "At the end of three months, actually two of broadcasting the program for most of the stations, the *Roy Rogers Show* had an average rating of 14.9 versus 10.3 for the *Lone Ranger*, and a cost-per-thousand of $1.61, compared to the *Ranger's* $2.02.

"So far, so good. Then came the test of our program's selling power. We offered a calendar, something everyone expects to get for nothing. But to get ours the viewer had to buy a can of Quik and tear off the label and take it and a dime and put them in an envelope and send them in. Despite the trouble and the cost, we got roughly 100,000 orders in one month from only seven spots on the 31 stations. Later, we did the same thing in Canada and sent out 150,000 calendars."

Convinced, Nestle has continued its sponsorship of the *Roy Rogers Show* ever since. Today it is in 110 U.S. markets, plus Canada, where Nestle shares sponsorship with General Mills. Nestle's contract runs through May of next year, with options for two more years which everyone expects will be taken. The programs are also syndicated in another 60 U.S. cities for other advertisers.

Still a firm believer in contests, Nestle is preparing to stage a big one this fall based on naming a Palomino pony which is almost a duplicate of Roy Rogers' own Trigger. First prize will



ROY ROGERS
Happy tv trails

be a family vacation for one week including a visit to the Roy Rogers ranch. Second and third prizes will be 15 other Palomino ponies, complete with western saddles, stirrup and bridle, and 50 German shepherd Bullet-type puppies. There will be 10,000 additional prizes of Roy Rogers merchandise, from boots to pajamas.

Proof of Purchase ■ Tailored to appeal to children under 14 years of age with the objective of stimulating mass display and sales of the Nestle Quik product, the proof of purchase angle is covered by entrants attaching any portion of a Quik label or tracing the Quik brand name. The contest begins on Sept. 12th, 1960 and closes Oct. 22nd, 1960, with the Reuben H. Donnelley Co. of Chicago handling all the details.

The contest will be advertised through one-minute tv commercials on each Roy Rogers half-hour show during the six-week contest period, and on *Circus Boy*, an NBC show. In print, two one-half full color comic strip advertisements will be employed in all major markets.

In addition to the U.S. and Canada, Nestle has been projecting sponsorship of the *Roy Rogers Show* in Australia, France, Germany, Puerto Rico, Cuba, Brazil and Bermuda and is going into Belgium in the fall. The series has been dubbed into French, German and Spanish and provided with Portuguese, Mr. Koenig said, adding that he now has contracts for it in Nigeria, Lebanon, Hong Kong and Ghana. "We've had an offer from Japan, but we're holding off here, waiting until they lift their present price limitation of $300 per half-hour program."

The phenomenon that is Roy Rogers began to pick up steam 21 years ago when the newly titled "King of the Cowboys" shook hands with his present manager, Art Rush, on what is perhaps the most unique deal in show business. No formal contract exists between them.

Top Movie Star ■ For 12 years Roy was the top western star of the movies, measured by box office receipts. Today the 86 pictures in which he starred are still to be seen on television where their ratings bely any notion that the old style hard-riding, hard-fighting, fast action westerns have lost their popularity.

As a movie star, Roy amassed a comfortable small fortune. But it was not until ten years ago, when he entered television through his original 100 half-hour films sponsored by General Foods over the NBC-TV network, that he became the tycoon of the western field.

To handle the deluge of ideas offered by various manufacturers, merchandising expert Larry Kent was brought into the company as vice president and general manager of Roy Rogers Enterprises Inc., of which Roy is president and Dale Evans vice president.

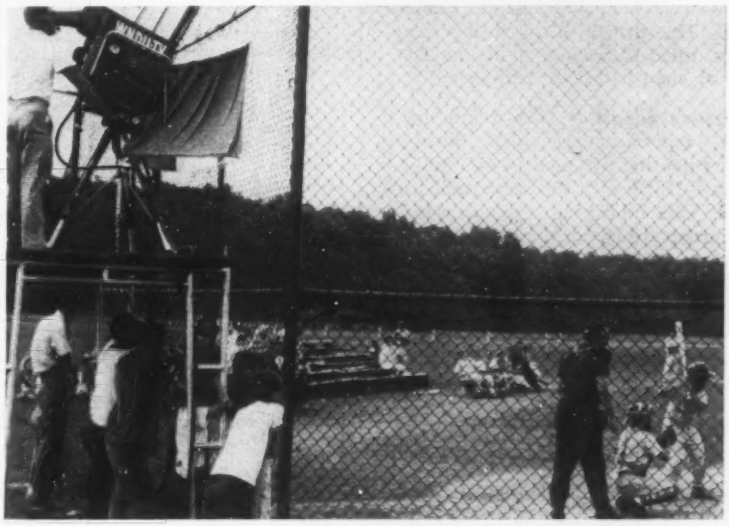
Presently there are more than 400 items bearing Roy's Double R Bar brand. They range from toy guns and cowboy paraphernalia to such prosaic things as lunch boxes. For the past eight years this merchandise has averaged $30 million annually at retail level with Roy receiving 5% of the gross on a royalty basis. Mr. Kent attributes this huge volume to two factors: Roy's 25 year reign of popularity, now sustained largely by television, during which Roy's original fans have grown up and presented him with a second generation of equally ardent fans. Of almost equal importance is the high quality level of his merchandise, every item of which bears a personal pledge to parents from Roy and Dale, reading: "Dale and I are proud of every product that bears our name and we use these items for our own children. You pay no

Successful baseball tv without a Mickey Mantle

WNDU-TV South Bend, Ind., is scoring points on several fronts this summer with its daily telecasts of the area's Junior League and Babe Ruth League baseball teams. The Monday - through - Friday (4 - 5:30 p.m.) series began in mid-June and will continue through August, when championships will be decided.

According to W. Thomas Hamilton, WNDU-TV general manager, the plan was to revive sagging local interest in teenage and pre-teenage baseball. The daily ball game has not only accomplished its goal but has developed into a "surprisingly unexpected commercial bonanza." Commercially, the games have attracted strong support from local and regional advertisers, it was reported.

Station personnel helped the various teams in the two leagues find sponsors to underwrite the expense of furnishing uniforms. The station also had a specially designed baseball field set up adjacent to Notre Dame U.'s stadium.



The novelty of playing on tv has created tremendous interest among the families, friends and relatives of all the youngsters playing the national pastime, Mr. Hamilton says. Moreover, recreation and civic officials are said to have hailed the WNDU-TV action as the biggest boost the area's overall recreation program that has taken place in many years.

premium for our name. Rather, it is your assurance of authenticity and quality."

Tv Specials, Too ■ The syndicated half-hour shows are but part of the Roy Rogers tv activity which supports the vast merchandising campaigns. For three years, the cowboy king and his queen, Dale Evans, have put on a half-dozen western spectaculars in the Chevrolet-sponsored NBC-TV Sunday evening hour normally occupied by Dinah Shore. They've just contracted to do seven more during the 1960-61 season. These specials during 1959 turned in three of Chevy's most highly rated shows.

Sports-minded Roy, who owns a gun club with a trout lake and a 9-hole golf course complete with lights for night play, is also president of National Football League Enterprises, the newest mushrooming area of his enterprises.

Roy's executives smile over his periodic gestures toward the easy life. This summer he completed a book titled *My Favorite Christmas Story* for fall release. While relinquishing interest in two automobile agencies, he matched this "cut-back" by acquiring part ownership of the Shelter King tent company and several new real estate ventures, in addition to his Big Bear, California boat landings and Arizona ranch holdings.

Friends say that Roy believes that land is the best possible investment.

Before his departure on an extended summer fishing tour with his sons, Dusty and Sandy, Roy was asked what division of his enterprises he considered the best prospect for the future.

His reply: "Television. Dale and I enjoy doing the Chevy shows and hope to be on them for some years to come. There seems to be no end in sight for the growing foreign market for our films or for the domestic re-runs.

"We have just developed a format for a new series . . . I can't divulge the premise because there are so many imitators around, but it will be aimed at the western-loving youngsters, a new crop of which blooms every year. If it weren't for the kids I'd be nowhere and as long as they'll have me on tv I expect I'll be around trying to keep 'em happy."

Program notes

Company is coming ■ FCC Chairman Frederick W. Ford will be interviewed by Charles Collingwood on CBS-TV's *Person to Person* July 22 (10:30-11 p.m.), originating in Alexandria, Va. Actor Cesar Romero will appear in another segment of the show.

Strike call? ■ Board of Screen Extras Guild is asking members for authorization to call a strike against the Alliance of Television Film Producers if the board feels such action necessary to obtain a fair collective bargaining contract. Ballots were mailed Wednesday (July 13); deadline for their return is next Monday (July 25). SEG contracts with both ATFP and the Alliance of Motion Picture Producers expired more than a year ago, April 2, 1959, but board letter states that "the strike if called will NOT be against the major studios. ONLY the Alliance."

Format moves ■ Format Films has moved to new quarters, over 10,000 square feet in area, at 4741 Laurel Canyon Blvd., North Hollywood. The new building is twice the size of the former one in Burbank and will permit Format to offer a self-contained unit complete with sound and cutting equipment for the production of tv commercials and animated cartoon series.

Navy time ■ KALB-TV Alexandria, La., gave over full sponsorship of a one-hour dramatic show to the U.S. Naval Reserve as a public service. The program was part of NTA's *Tv Hour of Stars* package and was presented in prime time. The station's production department altered the credits and titles of the program to present them against the background of a naval officer's cap, thus associating the program with its "sponsor." The commercials were written and prepared by stationkeepers at the local Naval Reserve base. They were directed by Harold Thom for the KALB-TV department of public affairs.

In command ■ British Field Marshal Bernard L. Montgomery recreates his own campaigns in a tv documentary

series starting Sept. 11 on the 47 affiliated stations of the National Educational Television and Radio Center, N.Y. The British Broadcasting Corp series, titled *Command in Battle*, consists of eight half-hour shows.

Overseas report ■ CBS Films Inc., N.Y., reports international business during the first five months of 1960 increased 45.2% over the same period of 1959. CBS Films' business rose 455% in Europe, 159% in Japan, 56.9% in Australia, 50.9% in Canada, 44.6% in Latin America and 15.2% in the United Kingdom. Growth is expected to be maintained during the remainder of the year because of new stations going on the air soon in both Canada and Australia, the new quota in Japan and other factors, according to Ralph M. Baruch, director of international sales.

RTNDA awards ■ William Small, president of Radio Tv News Directors Assn. and news director of WHAS-AM-TV Louisville, Ky., has announced a new system to be adopted in judging RTNDA's 13th annual awards competition. Northwestern U.'s Medill School of Journalism, which has judged all entries in the past, will handle tv and Indiana U.'s School of Journalism will judge radio. Entries must be submitted on official RTNDA entry blanks by September for programs broadcast between Sept. 1, 1959 and Aug. 31, 1960. Blanks may be obtained from the RTNDA Bulletin, Communications Center, Iowa State U., Iowa City and should be submitted to the judging universities. Written presentations will not be returned to competing stations. Outlets in the U.S., Canada and territories are eligible. The winner will be announced with the winner of the Paul White Memorial Award, at RTNDA's international convention in Montreal Oct. 5-8.

Quick listening ■ Radio Programming Service is making available to stations four series of 60-second *Minit-Mats* programs. Twenty of each are moved every week. Shows are mailed the day they are produced. They may be programmed separately or spliced to make five-minute programs. Stars are Don Dunphy, sportscaster; Earl Wilson, Broadway-Hollywood reporter; Dr. Paul Popenoe, marriage counselor, and Sam Shulsky, market expert.

Syndicated singers ■ *Living Opera with Alan Wagner*, heard for two years on WNYC New York, is being syndicated by Fred B. Tarter Productions. On the show the m.c. plays and discusses recordings, interviews opera luminaries and reports opera news. It has universal appeal, the syndicator says, but especially attracts upper-income listeners. Audition reels are available from Fred B. Tarter Productions, 26 W. 47th St., Room 700, New York, N.Y.

New bureaus ■ The Associated Press has begun operation of two new radio news bureaus, one at Columbus, Ohio, the other in Charleston, W.Va. The outlets will supervise all service in their local areas.

Musical memorabilia ■ WFAA Dallas and its parent organization, *The Dallas News*, have presented the station's library of 15,000 copies of sheet music, valued at $40,000, to North Texas State College, Denton. The music has been collected for 38 years and ranges from jazz to classical. Included are 2,947 classical arrangements for orchestra, said to be as valuable today as when they were written, and such curiosa as nine arrangements of "Yes, We Have No Bananas." The college said the collection would be available to worthwhile musical groups on a free loan basis, as well as to scholars.

Soap aria ■ Described by its producer as "the essence of the soaps," *Listen to Joe*, a daily taped five-minute radio series has been released by KBK Productions, Hartford, Conn. The program is based on the question "Do you understand your husband?" and beamed to women, giving them advice on how to learn about and discuss intelligently the subjects husbands are interested in.

Harlem headliners ■ Lone Star T... Productions, Dallas, has acquired worldwide distribution rights to *Harlem Variety Review*, a musical half-hour series featuring more than 30 top Negro entertainers, from Pathe Pictures. Lone Star President Robert Montgomery announced that the 13 half-hour films will be offered initially nationwide in the U.S. Among the singers, dancers and comedians featured are Count Basie, Duke Ellington, Martha Davis & Spouse, Nat (King) Cole and Bill Bailey.

Race problem ■ WBT Charlotte, N.C. originated a six-hour broadcast of the World 600, a stock car race of 600 miles for a purse of $106,775, which was fed to a network of 40 stations from Pennsylvania to Georgia. The race marked the opening of the $5 million Charlotte Speedway. The Pure Oil Co. sponsored the program on WBT.

NBC-TV

Here are the next 10 days of network color shows (all times are EDT).

Note: Regularly scheduled NBC-TV evening colorcast programs will be pre-empted (July 25-27) by coverage of Republican convention, as well as those daytime shows scheduled between 11 a.m. and 2 p.m. on July 25.

July 18-22, 25-27 (11-11:30 a.m.) **Price Is Right**, participating sponsors.

July 18-22, 25-27 (12:30-1 p.m.) **It Could Be You**, participating sponsors.

July 18, 25 (7:30-8:30 p.m.) **Riverboat**, Del Monte through McCann-Erickson.

July 19, 26 (9:30-10 p.m.) **Arthur Murray Party**, P. Lorillard through Lennen & Newell and Sterling Drug through Norman, Craig & Kummel.

July 20, 27 (8:30-9 p.m.) **Price Is Right**, Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.

July 21 (9:30-10 p.m.) **The Ford Show**, Ford through J. Walter Thompson.

July 22 (9:30-10 p.m.) **Masquerade Party**, Hazel Bishop through Donahue & Coe, Block Drugs through Grey Adv.

July 22 (10-11 p.m.) **Moment of Fear**, Lever through Sullivan, Stauffer, Colwell & Bayles.

July 23 (10-10:30 a.m.) **Howdy Doody Show**, Continental Baking, Nabisco through Ted Bates.

July 23 (10:30-11 a.m.) **Ruff and Reddy Show**, Borden through Benton & Bowles.

July 23 (7:30-8:30 p.m.) **Bonanza**, RCA through Kenyon & Eckhardt.

July 24 (8-9 p.m.) **Music On Ice**, sustaining.

July 24 (9-10 p.m.) **The Chevy Mystery Show**, Chevrolet through J. Walter Thompson.

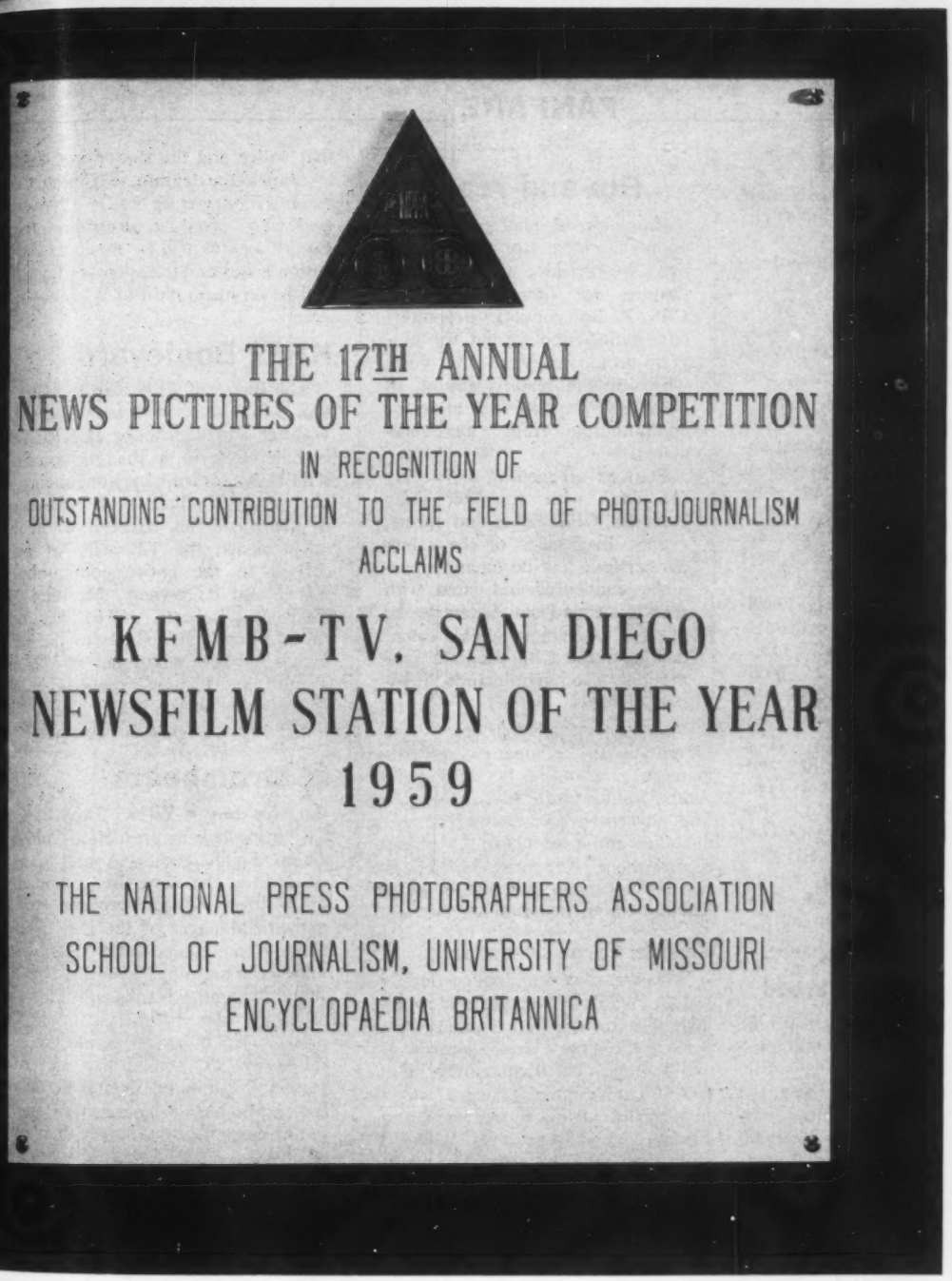
NBC-TV to add Paar to tv color schedule

NBC-TV will administer another shot to color tv this September when it adds the *Jack Paar Show* to its string of colorcast programs, boosting the network lineup to 28 hours a week. That addition, plus two daytime half hours also being added this fall, will bring the network's color programming to 1,100 hours this calendar year, up 50% over the 720 hours last year.

The Paar show (Mon.-Fri., 11:15 p.m.-1 a.m. NYT) will be taped in color the first four nights of the week, with the Friday night repeat version *(The Best of Paar)* catching up later in the season. The two daytime shows going color are *Play Your Hunch* (10:30-11 a.m. NYT) and the *Jan Murray Show* (2-2:30 p.m.), both across the board.

NBC-TV credits the decision to colorcast the Paar shows and the two daytimers to development of RCA's new 4401 image orthicon tube which permits shooting color with the same amount of light used for black and white. This will permit the shows to originate from their present studios without extensive alterations.

Already planned for NBC-TV's fall color lineup: the weekly *Tennessee Ernie Ford Show, AT&T Musicals, Price Is Right, Perry Como Show, Bonanza, Shirley Temple, Dinah Shore Chevy Show*, and the daily *Continental Classroom, Price Is Right* and *It Could Be You*.



FROM 1949 RIGHT TO THIS MOMENT, KFMB-TV NEWS IS STILL FIRST IN RATINGS AND IMPORTANCE

KFMB 8 TV
SAN DIEGO

Represented by
Edward Petry & Co., Inc.
The Original Station Representative

SEAL OF GOOD PRACTICE

A TRANSCONTINENT STATION

CHANNEL 8

CBS

'Opry' talent hunt

Pet Milk Co.'s third annual *Grand Ole Opry* talent contest drew 5,000 entrants.

Finals of the 1959 country-western music contest were held in Nashville June 25 through the facilities of WSM there. The winner, Johnny Milnor, who auditioned over KBWD Brownwood, Texas, received a contract for appearances on six *Grand Ole Opry shows* and a recording contract with Hickory Records. Six contenders appeared in the finals, culminating talent searches on 200 Keystone Broadcasting System stations.

Pet Milk Co. executives, including Ted Gamble, president, and Robert Piggott, advertising manager, served as hosts to the finalists; the agency, Gardner Adv. Co.; WSM, which originates *Grand Ole Opry* locally; KBS representatives, including Sidney J. Wolf, president, and Edwin R. Peterson, senior vice president and station managers.

Finalists and the stations they represented (KDBS Alexandria, La.; WWNR Beckley, W. Va.; KLCO Poteau, Okla.; WLET Toccoa, Ga.; WTBC Tuscaloosa, Ala., and KBWD) received scrolls at the awards dinner. Principals were guests of recording star Roy and Mrs. Acuff at an all-day picnic on their estate on Hickory Lake.

Radio brings home the bread

American Bakeries Puts the Whole Loaf in Radio" is the title of a four-page brochure just released by Radio Advertising Bureau. It tells how the baker (58 plants in 26 states) earmarked its entire budget of $500,000 for radio, running "good music" spots in 33 markets.

American needed a medium to influence the housewife in her three-times weekly bread buying, Robert Llewellyn, the company's advertising manager tells in the book. Radio was picked for its frequency and economy. The advertiser then commissioned six melodies and used up to 17 pieces to record them. A subsequent record-album offer drew 1,000 listener requests in one market, the RAB booklet says.

Rip-and-read

Rip-and-read may not be the approved form for radio wire news, but the idea may have possibilities for timely promotion. CBS Radio network promoters have refined the format for program-promo copy to the point where rip-and-read is almost all an affiliate promoter has to do for continuously fresh announcements.

Stations are getting a "weekly calendar" with separate, daily copy for CBS shows and special events. Each page of the calendar carries a half-dozen announcements, numbered and dated, with show time and call letters to be filled in. A sample week's calendar from the CBS program promotion office might include 30 announcements.

'Clutch Cargo' Awards

Wheeling, W. Va., police and local station WTRF-TV collaborated on a joke that turned into a serious youth project, the *Clutch Cargo* awards.

The original, lighthearted *Clutch Cargo* Humanitarian Award was tied in with the cartoon show seen Monday-Friday, 6:55-7 p.m. over WTRF-TV. It was presented by police to a parking-lot attendant who was singled out as a humanitarian for letting police store gear in his shack until it was needed. The gimmick got such wide publicity that police and the station got together to launch the legitimate Clutch Cargo award. First winner was a 12-year old girl who saved a drowning friend. Future awards will be made as the occasion arises and the sponsors hope they will be an inspiration to Wheeling teenagers.

KREI Boulevard

The Board of Alderman of Farmington, Mo., has voted to rename East Webster Street in honor of KREI, that city. Henceforth it shall be known as KREI Boulevard. In announcing the change a city official said, "The change in names of this street is to publicly acknowledge the 12 years of public service to the entire community by KREI and its owners, Mr. and Mrs. Cecil W. Roberts. KREI has never failed to use its facilities to the fullest extent for the betterment of the community, and this act expresses the deep appreciation of the people of Farmington to the station and its owners."

Drumbeats

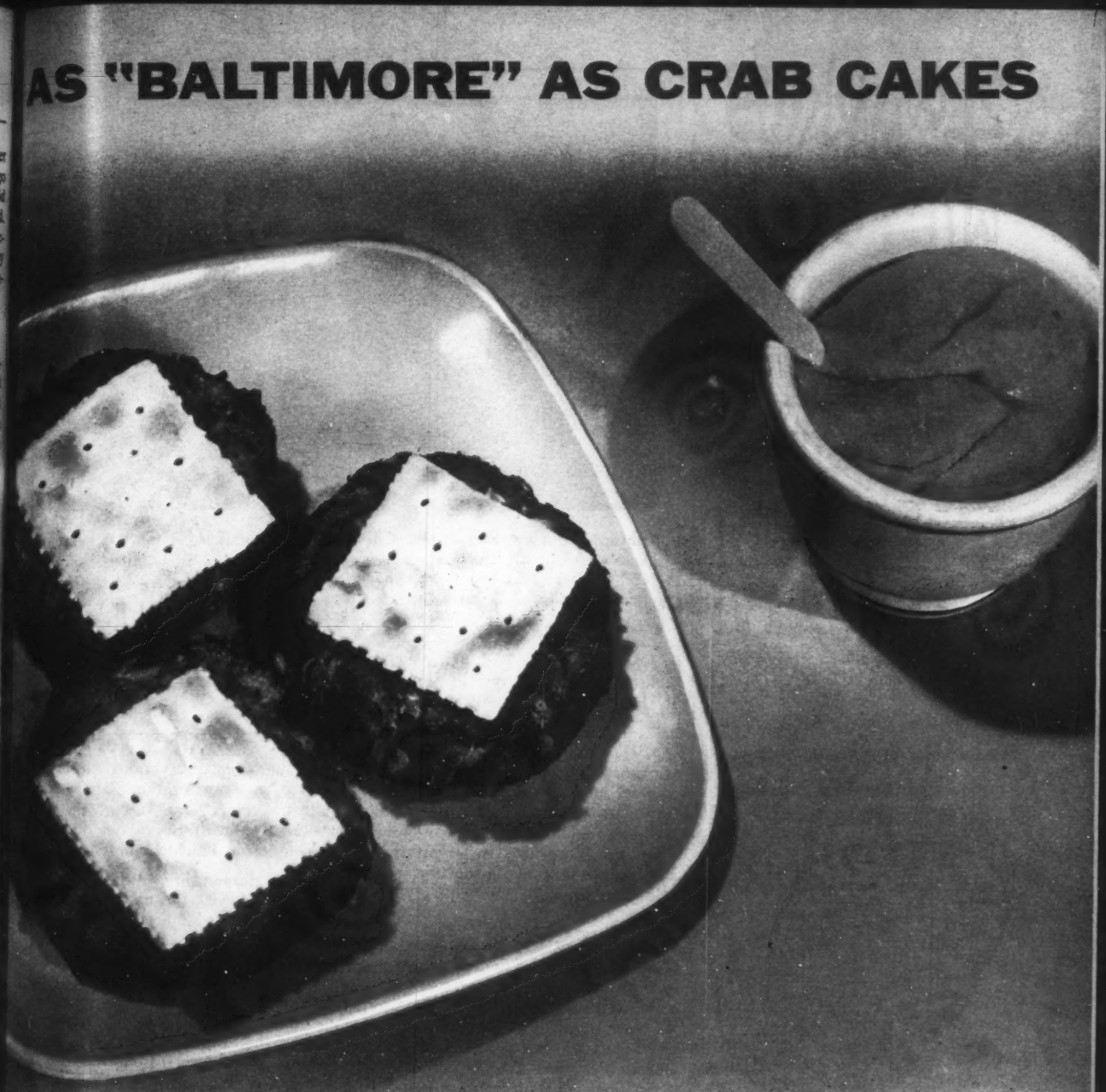
Grocery boy ■ WING Dayton, Ohio, has instituted a promotion which it claims builds audiences and sponsor goodwill at the same time. A manager of a local Kroger grocery store is named "Manager of the Day" and his name is mentioned over WING twice during the morning. Listeners who have submitted entry blanks are called and asked to identify this manager. The prize is $25 in groceries and the pot is raised by $5 each time a call is not answered correctly. So far 10,000 entry blanks have been received and the bonus has not grown larger than $40.

Five tons of sales power ■ KKIS Pittsburg, Calif., tied in with a local circus promotion involving the opening of a food market as a Norge appliance dealer in that town. Besides animal acts, stars of Ring Bros. Circus performed and a five-ton elephant was used to demonstrate the durability of a Norge FV-F9 home freezer. KKIS taped circus sounds and aired them during the three-day event. Affinito's Quality Food Market reported it sold several freezers and home laundry appliances through the overall circus-manufacturer-dealer-station promotion.

Nose for weather ■ WCBS New York offers a barometer to listeners which tells them the weather by the change in color of a chemically-treated nose on a caricature and urges them to listen to the *Jack Sterling Weather Watch* show.

Under par ■ WIP Philadelphia has organized a "Hole-in-One Club" for golf-

AS "BALTIMORE" AS CRAB CAKES



That's WMAR-TV programming! The rating picture proves our point! In this huge 3-station market WMAR-TV delivers MORE of the audience you're looking for . . . MORE Adult Viewers*—MORE quarter-hour firsts-ratings . . . MORE Homes Viewing*—MORE quarter-hour firsts-homes** . . . and MORE Homes Potential.*** No doubt about it—if you want MORE—Channel 2 is the "buy" for you!**

*ARB—March, 1960—Based on aggregate of all quarter-hours for one week, sign-on to midnight, where audience composition is given for all three Baltimore TV stations.

**NIELSEN—May, 1960—Aggregate for all quarter-hours in one week (4-week average), sign-on to midnight, when all three Baltimore TV stations were on the air.

***ARB—March-April, 1960

In Maryland Most People Watch WMAR-TV!

WMAR-TV

SUNPAPERS TELEVISION

CHANNEL 2, Baltimore 3, Maryland

Represented Nationally by THE KATZ AGENCY, Inc.

CBS TELEVISION

4 tv MARKETS WITH ONE PURCHASE ONE FILM AND ONE BILLING!

AND you can save enough (because of combination rates) to buy an additional market! It's a BIG market — so, you get the additional bonus of BIG co-ordinated promotion and merchandising assistance!

KDUB-TV LUBBOCK, TEXAS
KEDY-TV BIG SPRING, TEXAS
KPAR-TV ABILENE - SWEETWATER
KVER-TV CLOVIS, NEW MEXICO

west texas
television
network

W. D. "Dub" Rogers, President and Gen. Mgr.

Taking it easy ■ Relaxing in Chicago are four of the 20 midwest NBC affiliate tv promotion managers who attended a special promotion planning session. The meeting took place July 8 following similar sessions in New York and New Orleans and before one in San Francisco. The purpose of the session was to familiarize the promotion managers with NBC's fall programming plans. Left to right are Caley Augustine, WIIC (TV) Pittsburgh; Al Rhylander, NBC director of exploitation; Carol Geerdes, KROC-TV Rochester, Minn., and John Keys, WNBQ (TV) Chicago.

ers within its listening area. Each golfer who accomplishes the feat up to Labor Day is rewarded with a transistor radio and the mention of his name on a sports show, provided he presents documentation of the ace made during 18-hole play from his golf club's pro or official.

What's your CHQ? ■ CHQ stands for Charleston Quotient and was the name of a nationwide contest for timebuyers, conducted by WCHS-TV Charleston, W. Va. Contestants were asked a series of 10 multiple-choice questions in which one answer was directly pertinent to the station's location or operation. Part two of the contest required 10 words or less on "why WCHS-TV is a good television buy." The winner was Greg Sullivan of Ted Bates & Co., New York, who received a long weekend for two at the Greenbrier Hotel, White Sulphur Springs, W. Va., plus $200 to cover "babysitting" costs.

BPA mailing piece ■ Broadcasters' Promotion Assn. is distributing to its membership a brochure designed to acquaint non-organization members with what BPA is and what it offers in services. In letter signed by Gene Godt, KYW-TV Cleveland and BPA president, members are urged to pass along copies to those "who should be in BPA". The folder was developed by Ken Chrenin, Triangle Stations' WFIL-AM-TV Philadelphia and BPA membership chairman, and explains various facets and aims of the organization. The accompanying folder is a reprint of trade headlines and stories about its 1959 convention in Philadelphia.

After its personality ■ WBAY-AM-TV Green Bay, Wis., has named a railroad caboose after its kiddie-show personality Colonel Caboose and attracted over 1,000 children for a dedication ceremony. The car was constructed by the Green Bay and Western Railroad and includes two-way radio equipment. Noting that June is Dairy Month, the colonel christened his namesake with a bottle of Wisconsin milk.

Program director for a day

Agency personnel in and around Santa Ana, Calif., were urged to listen day and night—at their convenience—to KWIZ, that city, for 10 days. Then they were to submit ideas on how to improve programming, thus making each of them what the station dubbed a "program director *pro-tem*." Carole Weeks, formerly with Ideas Unlimited, was grand prize winner; Dorothy Bowers, public relations consultant with Geier & Assoc., took second; Armand Hanson, head of the agency bearing his name, won third prize. All agencies are located in Orange County, Calif. Prizes included a Las Vegas holiday, dinner at the Skyscraper Penthouse Executive Club and businessman's lodging at a Hollywood hotel.

Win a transistor radio

in celebration of

WWJ's 40th ANNIVERSARY...

The World's First Commercial Radio Station—WWJ-The Detroit News—invites all advertisers and personnel of their advertising agencies to participate in celebrating WWJ's 40th Anniversary.

To join the celebration, just match dates with events as listed on this page, and mail the whole page to: 40th ANNIVERSARY, Radio Station WWJ, Detroit 31, Michigan.

Senders of the first 40 correct or most nearly correct answers will each receive a new transistor radio as an Anniversary Remembrance from WWJ.

One entry per person. In case of ties, first postmarked entries will be declared winners. Contest will close at midnight, August 20, 1960. All entrants will be notified of winners by mail.

Dates and events are jumbled. Have fun straightening them out by writing the letter that signifies the correct date the event occurred in the box next to the event.

- ☐ WWJ becomes an original affiliate of NBC
- ☐ WWJ broadcasts first play-by-play direct-from-the-scene baseball (Detroit vs. Cleveland)
- ☐ WWJ broadcasts first radio newscast of election returns and general news items
- ☐ WWJ inaugurates first regularly scheduled religious broadcasts (Easter Sunday from St. Paul's Cathedral, Detroit); services have been broadcast every Sunday since
- ☐ WWJ originates first broadcast of a complete symphony concert (Detroit Symphony Orchestra)
- ☐ WWJ first goes on the air with regularly scheduled daily programs
- ☐ WWJ broadcasts first play-by-play direct-from-the-scene football (Michigan vs. Wisconsin)
- ☐ Thomas E. Dewey, "a baritone from Owosso, Michigan" sings over WWJ
- ☐ WWJ does first broadcast of national election returns (Harding vs. Cox)
- ☐ WWJ makes first "missing person" broadcast; later Detroit Police Department station, WCOP, is founded as result

a. *August 20, 1920*

b. *October 25, 1924*

c. *November 15, 1926*

d. *April 19, 1927*

e. *August 31, 1920*

f. *November 2, 1920*

g. *April 16, 1922*

h. *February 10, 1922*

i. *March 15, 1922*

j. *June 9, 1922*

NAME_____

COMPANY OR AGENCY_____

STREET ADDRESS_____

CITY_____ ZONE_____

WWJ AM and FM RADIO

Detroit's Basic Radio Station

NBC Affiliate

NATIONAL REPESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.
OWNED AND OPERATED BY THE DETROIT NEWS

Broadcast Advertising

Norman B. Mullendore and **Hermine Lueders** elected vps at Sullivan, Stauffer, Colwell & Bayles, N.Y. Mr. Mullendore is manager of art department; Miss Lueders is copy group head.

Harold Graham, Jr., manager of client planning, McCann-Erickson, N.Y., and **Thomas F. Greenhow,** manager of program services at M-E, Los Angeles, named vps of M-E Productions.

Betty Thomas and **Robert Nourse** named vps at Adams & Keyes Inc., Los Angeles. Mrs. Thomas, formerly supervisor of packaged products at Grant Adv., will be western division vp. Mr. Nourse, formerly vp and west coast supervisor for Compton Adv., will be inter-office liaison vp. **Thomas N. MacBurney Jr.** appointed west coast district office coordinator.

R. Bruce Baldwin, formerly vp and creative director at John W. Shaw Inc., Chicago, to Clinton E. Frank Inc., that city, as copy supervisor.

Stafford Clark appointed vp and general manager of Pat McDermott Co., New York pr firm. **Lynne Mapel** joins McDermott as account executive.

Walter Mayer, formerly account supervisor for BBDO, advertising director of Carnation Co. and consultant to Hixson and Jorgensen, Los Angeles, joins Wade Adv., that city, as media director.

MR. FOSTER

Archibald McG. Foster, member board of directors, senior vp and account group head on Brown & Williamson, at Ted Bates, N.Y., elected to executive committee. He joined Bates in 1954 after serving as vp, member, executive committee, Cecil & Presbrey Inc.

Edwin J. Heaney and **Roland G. James,** both of Geyer, Morey, Madden & Ballard, N.Y., elected vps. Mr. Heaney is account executive for Sinclair Refining Co.'s public service advertising. He has been with agency since 1952. Mr. James joined firm in 1947. He is art director on American Motors Corp. Prior to his affiliation with GMM&B, Mr. James was assistant art director at Kenyon & Eckhardt, N.Y.

MR. HEANEY

MR. JAMES

Jim Blair, formerly eastern sales manager for Telescript, N.Y., to N.W. Ayer, Detroit, as radio-tv account executive on Plymouth, Valiant and DeSoto. Mr. Blair formerly was with TelePrompTer, WPTZ (TV) Philadelphia, WTOP-TV Washington and WBAL-TV Baltimore.

Harry D. Moore, joins Creative Adv., Grand Rapids, Mich., as pr director.

Douglas K. Burch, formerly media director at Reach, McClinton, N.Y., joins P. Lorillard Co., that city, in similar capacity.

Betty Mandeville McGarrett, producer-director of *The FBI in Peace and War,* joins program unit, broadcast department at Ogilvy, Benson & Mather, N.Y.

Stephen I. Simon, formerly of Compton Adv., N.Y., joins Television Audience Research (TAR), that city, as director of client services.

Al Bennett, formerly president of Alvin Adv., Buffalo, joins grocery products division of Donahue & Coe, N.Y.

Julian L. Watkins rejoins N.W. Ayer & Son's Los Angeles office with responsibilities for expanding agency's operations on west coast. He first joined Ayer in 1924.

William H. Hallahan, formerly copy supervisor, M. Russell Berger, Philadelphia, joins copy department, N.W. Ayer & Son, that city. **Jean M. Hoffman,** fashion writer and publicist at Russeks, N.Y., also joins Phila. copy department.

James A. Milne Jr., formerly product manager at General Mills' product mixes, to plans and marketing division. **David L. Webber,** formerly associate copy supervisor at Kenyon & Eckhardt, Detroit, joins Ayer's copy staff, that city.

Thomas J. Ellis, formerly media director at Grant Adv., N.Y., joins Allston, Smith & Somple, Greenwich, Conn., as director of media planning and purchasing.

O.V. Tracy, president of Esso Standard Div. of Humble Oil and Refining Co., retires, effective Aug. 1. **William W. Bryan,** marketing vp in Houston office, will succeed Mr. Tracy.

Roy B. (Buck) Rogers appointed vp of pr for midwest division of Borden Co.

Scrappy Lambert, formerly in charge of network sales for Independent Television Corp., joins Telescript Corp.'s new Hollywood office in contact and liaison with advertising agencies.

MR. GIBBONS

Maxfield S. Gibbons, account supervisor on American Gas Assn., Columbia Gas Co., County Fair bakery division of Continental Baking Co., Reeves Bros., and Westinghouse Broadcasting Co. at Ketchum, MacLeod & Grove, N.Y., promoted to vp.

Jack Sidebotham Jr., head of tv art department at Young & Rubicam, N.Y., appointed vp in charge of tv commercial production.

Philip Wolf, formerly with MacManus, John & Adams and Charles A. Mottl Inc., both L.A., appointed radio and tv director of Eisaman, Johns & Laws Adv., that city.

Robert C. Will, formerly reporter with *Los Angeles Times,* to Harshe Rotman, Los Angeles, as account executive.

Gene Hill, formerly of J. Walter Thompson, N.Y., joins Doyle Dane Bernbach, that city, on copy staff.

Bonnie Monnahan, formerly ad-

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CBS TELEVISION

WTHI-TV

CHANNEL 10

TERRE HAUTE, INDIANA

Represented by THE BOLLING CO.

vertising director of Exchange National Bank of Chicago, to H.M. Gross Co., that city, as account executive.

MR. WATROUS

David C. Watrous, formerly account supervisor (on Butter Nut Foods' coffee and Ovaltine food products accounts) at Tatham Laird, Chicago, joins Earle Ludgin & Co., there, as vp and director. He also will serve as chairman of agency's executive committee. Mr. Watrous previously was with Benton & Bowles, N.Y., and Dancer-Fitzgerald-Sample, Chicago. **Howard L. Ballard,** previously marketing executive at McCann-Erickson, and **Albert C. Mullen,** account executive at Holtzman-Kain Adv., join Ludgin as account executives. **Marge Flotron,** formerly time and print buyer at Leo Burnett, to Ludgin in similar capacity.

MR. ARGUESO

Nelson O. Argueso, previously controller of Sullivan, Stauffer, Colwell & Bayles, N.Y., named treasurer. Prior to joining SSC&B in 1958, he was treasurer of Doherty, Clifford, Steers & Shenfield, N.Y., for 15 years.

The Media

MR. NASON

Richard R. Nason, formerly radio sales manager at CKLW Windsor, Ont.-Detroit, appointed general manager of KFRC San Francisco. Prior to joining CKLW, he was with WGBI Scranton-Wilkes Barre, Pa.; WJIM-AM-TV, Lansing, Mich., and KABL Oakland-San Francisco.

Dick Burris, formerly salesman with WLDM (FM) Detroit, becomes owner and general manager of WBAX (FM), that city.

Bill Wells appointed vp of Marshall Broadcasting Corp. and general manager of KADO Marshall, Tex.

Edward B. (Tex) Kimball, veteran of 34 years in broadcasting, retires. He formerly served as program director for KSL Salt Lake City, manager of KSL-FM, sales manager of KSL-TV and manager of music services for Radio Service Corp. of Utah which owns KSL-AM-FM-TV.

Thomas R. Nunan Jr. joins Crosley Broadcasting Corp.'s New York sales office as director of marketing communications. Mr. Nunan formerly was with Steinman Stations in Lancaster, Pa., with responsibilities for overall operation, sales and programing.

H. George Carroll, station manager of WNBF-AM-FM-TV Binghamton, N.Y., appointed operations manager of KFRE-AM-FM-TV Fresno, Calif. Both are Triangle stations.

Norman Hawkins, national sales manager for CKLW-TV Windsor, Ont.-Detroit, appointed general sales manager. **Charles E. Gunn,** local sales manager of CKLW-TV, becomes general sales manager of CKLW. Previously, he was general manager of KXLY-TV Spokane, Wash.

MR. GUNN

MR. HAWKINS

Wendell Mayes Sr., A. Louis Read, and **Harold Thoms,** named to Plans Committee of Radio Advertising Bureau, N.Y. Mr. Mayes is president of Wendell Mayes Stations, Mr. Reed, vp and general manager of WDSU Broadcasting Corp., Mr. Thoms is president of Harold H. Thoms Stations.

Alfred N. Greenberg, formerly director of advertising and pr for TelePrompTer Corp., N.Y., joins CBS Radio as manager of stations promotion services for owned outlets.

Thomas Stanwood, formerly air personality at WSBA York, Pa., joins WAQE-AM-FM Baltimore as program director.

Jim DeCaro, formerly salesman for KFSD San Diego, named station manager of KPRO Riverside, both California. **Russ Barnett,** news director of KPRO in 1957-58, rejoins station in same capacity following service at KORD Pasco, Wash.

Perry S. Samuels, formerly account executive at WMCA New York, appointed general manager of WBNY Buffalo, N.Y.

MR. RACCO

Al Racco, formerly account executive at KNX Los Angeles, appointed general manager of KLAC-AM-FM, that city. Mr. Racco began his radio career with KLAC in 1952 as sales service representative, and later, account executive.

Wanted

THAYER

The FBI last week asked broadcasters to be on the lookout for a former radio advertising salesman who is wanted for mail fraud and bail jumping in Boston. The fugitive is **Donald F. Thayer** (see photo) who is known to have been a time salesman from 1951 to 1953 and is suspected by the FBI of having since worked in radio or advertising. Thayer was arraigned in federal court in Boston July 21, 1953, on charges of fraudulent interstate transactions, mail fraud and conspiracy and was released on bond. When he failed to appear for a court hearing on Feb. 14, 1955, a warrant was issued for his arrest. A federal grand jury indicted him later for bail jumping. Thayer was born Jan. 18, 1904, in Malden, Mass. He is 5 feet 10 inches tall, weighs 170-180 pounds and has a ruddy complexion.

Armin N. Bender, in sales department of WROC-TV Rochester, N.Y., promoted to assistant sales manager.

MR. BARTLETT

Walter E. Bartlett, acting general manager of WWLC Columbus, Ohio, since death of James Leonard (BROADCASTING, June 20), appointed general manager. Previously he was sales manager of WWLC.

Kent Fredericks appointed account executive for WXYZ-TV Detroit. **Jan Coil,** radio traffic manager, promoted to local sales service manager.

Jerry O'Brien joins WICE Providence, R.I., as account executive. He formerly was president and treasurer of Sports Nets Inc. of Rhode Island.

Jay Walters, formerly of Dancer-Fitzgerald-Sample, N.Y., joins N.Y. sales staff of Harrington, Righter & Parsons. **Richard Gardner** joins firm's Chicago office. He was with Weed Television Co., that city.

George C. Carpenter III, formerly local-regional sales representative for WOW-TV Omaha, Neb., to KCRG-TV Cedar Rapids, Iowa, as general sales manager.

Howard Reifsnyder, formerly assistant producer at NBC, joins sports department of CBS News as producer-director. Previously, he was with Young & Rubicam, N.Y.

Dick Allen, formerly air personality at WALT Tampa, to WLCY Tampa-St. Petersburg, Fla., as associate program director. **Murph McHenry,** air personality at WLCY, promoted to news director.

Malcolm B. Laing, formerly regional manager of tv station relations at ABC, joins NBC in similar capacity.

Vern Jones on news staff of WAVY-AM-TV Norfolk, Va., promoted to news director. Previously, he held similar position for WHYN-AM-TV Springfield, Mass.

MR. BEESEMYER

Richard Beesemyer, with CBS Spot Sales, N.Y., rejoins KNXT (TV) Los Angeles as sales manager. He had been account executive at station from 1956-58 before joining CBS Spot Sales.

Allen Long, formerly of Dancer-Fitzgerald-Sample, N.Y., joins Avery-Knodel, that city, on tv sales staff.

Kenneth L. Miller joins KABC sales staff as account executive.

Howard Zacks and **Edwin Charles,** formerly manager of WLLY Richmond, Va., and KENT Shreveport, La., respectively, join WKAT Miami as account executives.

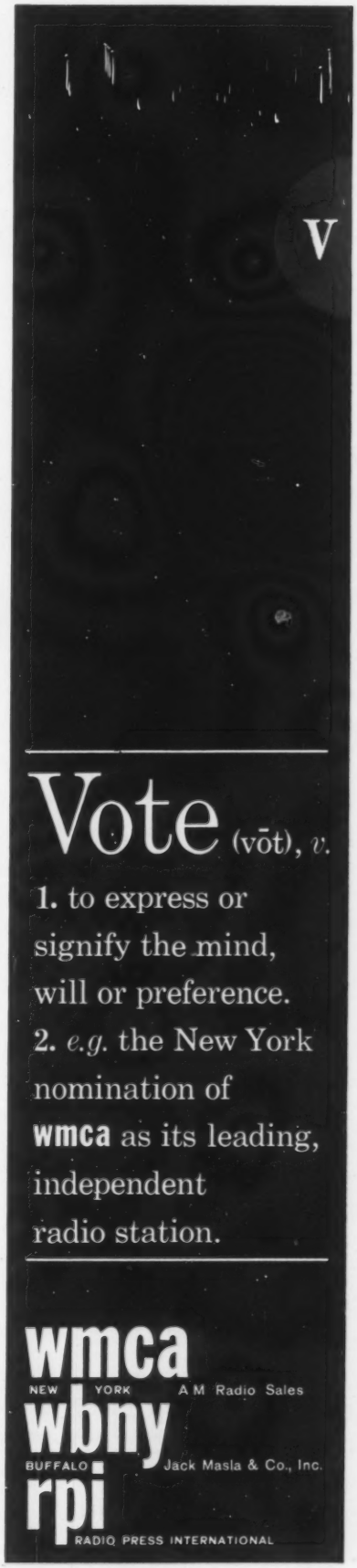
Norman Holve, sales coordinator at WAVY-TV Norfolk, Va., promoted to account executive. **Al Owens** appointed peninsula representative for WAVY-AM-TV. **James Boswell** joins station as air personality.

Chap Rollins joins KXO El Centro, Calif., as assistant manager. He will be in charge of local sales and will host own show.

Don Bennet, formerly account executive at KOYN Billings, Mont., to KWRL Riverton, Wyo., as commercial manager.

MR. LEAHY

Robert D.J. Leahy, formerly member of FCC staff for 24 years until retirement in 1958, appointed manager of business affairs for WSUN-AM-TV St. Petersburg, Fla. He was FCC's chief investigator and financial advisor to Broadcast Bureau.


V
Vote (vōt), v.
1. to express or signify the mind, will or preference.
2. e.g. the New York nomination of wmca as its leading, independent radio station.
wmca
NEW YORK A M Radio Sales
wbny
BUFFALO
Jack Masla & Co., Inc.
rpi
RADIO PRESS INTERNATIONAL

William Venell, director of sales development for WPBC Minneapolis-St. Paul, promoted to national sales manager. Previously, he was assistant sales manager at WHO Des Moines, Iowa.

Perry Lafferty, CBS-TV writer-producer, named producer of *Person to Person* for new season.

James K. Ward, formerly in promotion department of *Cleveland Plain Dealer,* joins WGAR, that city, as sales promotion manager, succeeding **Dale F. Palmer** who now is in charge of national sales.

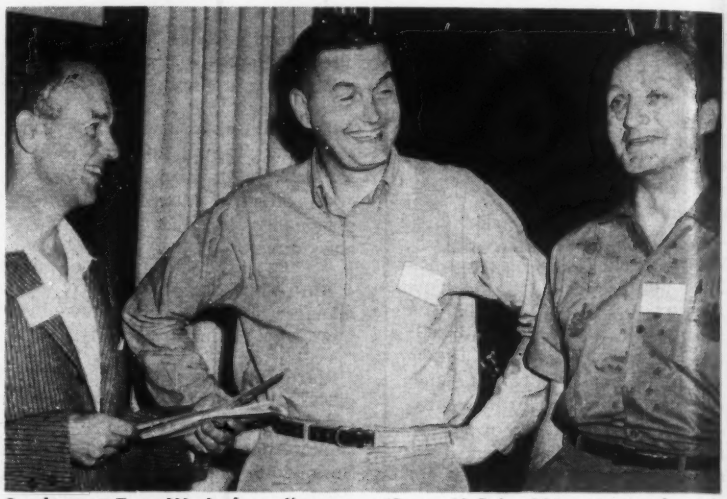
Joan Ward joins KQED (TV) San Francisco as assistant to director of promotion and publicity.

Bob Link promoted from production supervisor to production manager at WBBM-TV Chicago.

Jack Macdonald, formerly with Cole & Weber Adv., Seattle, Wash., joins KVI, that city, as director of promotion.

James Light Jr., formerly with WMVA Martinsville, Va., to WBIG Greensboro, N.C., as announcer-technician.

Robert Alan Aurthur, NBC-TV writer-producer, signs new contract to produce three original dramas for fall season.



Students ■ Tom W. Judge, director of CBS-TV Production Sales, CBS-TV Network (c), and **Fred Ruegg,** general manager of KNXT (TV) Los Angeles (r), talk things over with **Hoke S. Simpson,** director of Columbia U.'s 16th annual program in business administration. The executive program, a six-week (June 12-July 23) course of study for senior executives, is part of the Graduate School of Business and has been described as "a concentrated short-term program covering problems in international administration, economic forces affecting business leadership, and effective executive action."

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WFBR

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*BALTIMORE RADIO FILE

James Collis joins news staff of WDAU-TV Scranton, Pa.

Lisle Shires, formerly WHO Des Moines; **Tom Murray,** WDSM-AM-TV Duluth, Minn.; **Ed Vennon,** WLOI LaPorte, Ind., and **Vito Frank,** United Press International, all to news staff at WITI-TV Milwaukee, Wis.

Dick Ford, formerly news director at WPTZ-TV Plattsburgh, N.Y., to WSAZ-TV Huntington, W.Va., as member of news staff.

Mel Knoepp joins KFMB San Diego as staff announcer.

Herb Shein, formerly air personality-program director of WBAZ Kingston, N.Y., to WGHO, that city, as announcer.

Frank Pierce, formerly meteorologist with U.S. Air Force for 25 years, joins weather staff of WLW-AM-TV Cincinnati.

Joe Niagara, formerly air personality at WIBG Philadelphia, to KBIG Catalina, Calif., in similar capacity.

Gordon Spencer, formerly of Concert Network, N.Y., joins WHLI Hempstead, N.Y., as staff announcer.

Carlyle Stevens, assistant operations manager at WGN-TV Chicago, appointed continuity director. **Bill Hitchcock,** continuity director, named continuity coordinator.

Programming

Herbert Pearson, vp in charge of sales for Heritage Productions, N.Y., named executive vp.

MR. NATHAN

Wynn Nathan resigns as vp and board member of MCA-TV Ltd. and MCA International to open tv producers' representative company in New York. Location for the new firm, as yet unnamed, is 550 Fifth Ave. Telephone: Judson 6-5363. Branch offices will be established in Beverly Hills, Calif., and Chicago, according to Mr. Nathan. He joined MCA-TV in 1954, following position as vp in charge of sales for United Television Programs, later purchased by MCA-TV.

Richard Jacobson, formerly station manager of KLAS-TV Las Vegas, Nev., joins RKO General, N.Y., as director of eastern sales development.

Russell Karp, in Screen Gems, N.Y., legal department, named director of contract negotiations and assistant secretary of company.

Stanley M. Swinton, world service general news editor of Associated Press since 1957, named world services director.

Ev Wren, formerly manager of Skyway Adv., Denver, forms own company, Ev Wren Radio-TV Productions, that city.

Robert Pelgram, currently producing *South of the Border,* joins Bill Burrud Productions as creator of new properties.

William Ashworth, account executive assigned to United Artists Assoc. national sales division, transfers to eastern sales division.

Equipment & Eng'ring

Thomas C. Clark, assistant vp and general manager of Los Angeles division of Houston Fearless Co., promoted to vp.

DR. SCHILLING

Dr. Martin Schilling, vp of government programs and planning for Raytheon Co., Needham, Mass., promoted to vp of engineering and research with overall responsibility for coordination and guidance of company's 12 operating divisions in U.S., Canada and overseas. He joined Raytheon in 1958 following service as chief of project management staff of Army Ordnance Missile Labs Research and Development Div., Redstone Arsenal, Huntsville, Ala. **Leonard D. Sullivan,** appointed senior corporate representative in Washington, D.C., for Raytheon.

Neff Cox Jr. promoted from assistant sales manager to merchandising manager for broadcast equipment division of Sarkes Tarzian Inc., Bloomington, Ind. **F.R. (Russ) Ide** named marketing manager.

Frederick S. Kerr and **Chester J. Penza** named sales engineers for Semiconductor Div. of Sylvania Electric Products Co., Woburn, Mass. Mr. Kerr will handle New England area and Mr. Penza will cover lower Connecticut, New York and New Jersey.

Ed Straw becomes industrial and commercial representative for Crown International, subsidiary of Radio and Electronics Corp., Elkhart, Ind. He will cover New York.

E.E. Ferry, pr director of Hoffman Electronics Corp., Los Angeles, appointed manager of Western Electronic Manufactures Assn. (WEMA). Group is composed of more than 300 electronic firms in 11 western states.

René Snepvangers, formerly of Fairchild Recording Equipment Corp., joins Electro-Sonic Labs, Long Island City, N.Y., as director of engineering.

Campbell rites

MR. CAMPBELL

Funeral services were held in suburban Winnetka (Chicago) last week for **Chesser M. Campbell,** 62, president of Tribune Co. (WPIX [TV] New York and WGN-AM-TV Chicago) and publisher of *Chicago Tribune.* Cause of death was apparent heart attack, suffered while on fishing vacation in Baie Comeau, Quebec. Mr. Campbell started with *Tribune* as salesman for Paris edition in 1921, rising to advertising manager in 1935, position he held until 1949. He was elected treasurer of Tribune Co. in 1946, vp in 1951 and president in 1955, succeeding late Col. Robert R. McCormick. At time of his death, Mr. Campbell was on boards of WGN Inc. and WPIX Inc., was director and vp of Newspaper Adv. Executives Assn. and board member of American Newspaper Publishers Assn.

Howard P. Munday named training and communications coordinator for CBS Electronics.

Government

Robert M. Parrish appointed executive director of Federal Trade Commission, effective immediately. He has been FTC secretary since April 1954, serving as chairman of commission's Merger Task Force from April 1955 to January 1956. **Basil J. Mezines** named to newly-created post of associate executive director. He has been serving as acting executive director since the resignation last March of late Harry A. Babcock. Mr. Mezines has been with FTC since 1949.

William H. Bauer, who retired as FCC patent attorney in 1957, leaves Washington law firm of Watson, Cole, Grindle and Watson, to devote full time to practice before U.S. Patent Office and related matters.

International

Ray Gilbert, formerly vp in charge of marketing at Young & Rubicam Ltd., to Leo Burnett Co. of Canada Ltd. as vp, account supervisor and member of operating committee. He will supervise Salada-Shiriff-Horsey and Green Giant accounts in Canada out of agency's Toronto office.

Harold N. Butler, managing director of VOCM St. John's, Nfld., named managing director of new 1 kw station at Corner Brook, Nfld., recently licensed to Humber Valley Broadcasting Co. **Joseph V. Butler,** vp and station manager of VOCM succeeds his brother as managing director.

Spencer Moore, Ottawa regional director of programs of Canadian Broadcasting Corp., named CBC representative in London (England), succeeding **Don Bennett.** Mr. Moore will do liaison work with British Broadcasting Corp.

MR. HIND-SMITH

Michael Hind-Smith, formerly CBC tv producer, named manager of CBLT (TV) Toronto, key CBC English-language network originating station. He will be responsible for new development in local programming and sales promotion.

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Station Authorizations, Applications

As Compiled by BROADCASTING

July 7 through July 13. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter, unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

Existing Tv Stations

ACTIONS BY FCC

WEEK-TV Peoria, Ill.—Returned requests for STA to operate on ch. 25 (WIRL-TV permittee) and for waiver of 90-day provision of Sec. 1.331(b), and dismissed application for mod. of cp to change from ch. 43 to ch. 25. Comr. Hyde and Lee dissented. Ann. July 8.

WNEM-TV Bay City-Saginaw, Mich.—Denied request for waiver of Sec. 3.652(a) to permit it to identify itself as Bay City-Saginaw-Flint station. Comrs. Hyde and Craven dissented. Ann. July 8.

APPLICATION

KVDO-TV Corpus Christi, Tex.—Cp to change frequency from ch. 22, 518-524 mcs. to ch. 3, 60-66 mcs.; ERP from vis. 16.6 kw, aur. 8.91 kw to vis. 100 kw, aur. 50 kw; change trans. and studio locations from 409 South Staples St., Corpus Christi, Tex., to 2 miles south of Petronila, near Corpus Christi, Tex.; change type of trans. and ant.; changes in ant. system and ant. height above average to 616 ft. (Request waiver of sec. 3.613 of rules). Ann. July 12.

New Am Stations

ACTIONS BY FCC

Liberal, Kan.—The Plains Enterprise Inc., Granted 1470 kc, 500 w D. P.O. address Box 432 Alva, Okla. Estimated construction cost $17,300, first year operating cost $19,270 revenue $43,000. **William Bowman Jr.** (56.8% owner) is in radio-tv sales and service. Ann. July 8.

William R. Packham, Hendersonville, N.C.; WPCC Clinton, S.C.—Designated for consolidated hearing applications of Mr. Packham for new am station to operate on 1410 kc, 500 w, D, and WPCC to increase power from 500 w to 1 kw, continuing operation on 1410 kc, D; made WPCC party respondent with respect to its existing operation. Ann. July 8.

San Antonio, Tex.—Alamo Bcstrs. Granted 1400 kc, 1 kw D. P.O. address Tucson Inn, Tucson, Ariz. Estimated construction cost $16,195, first year operating cost $36,000, revenue $50,000. Owners are **Ray Odom, A.V. Bamford** (each 49%) and **Betty Odom** and **Maxine Bamford** (each 1%). Mr. Odom is 49% owner of KMOP Tucson, as is Mr. Bamford. Housewives Odom and Bamford are each 1% owners of KMOP. Ann. July 13.

APPLICATIONS

Agana, Guam—Guam Bcstrs. Inc., 990 kc, 1 kw unl. P.O. address 5293 Oio Drive, Honolulu 16, Hawaii. Estimated construction cost $28,500, first year operating cost $60,000, revenue $75,000. Principals include **Thomas F. Hollinger,** 32.5%, **Joseph Flores,** 30%, and others, Mr. Hollinger is manager of KPOI Honolulu. Mr. Flores is in savings and loan business. Ann. July 13.

Hohenwald, Tenn.—Hohenwald Bcstg. Corp., 1150 kc, 500 w, kw D. P.O. address % Malcolm L. Barrett. Estimated construction cost $20,149, first year operating cost $24,000, revenue $25,000. Applicant is **Malcolm L. Barrett,** real estate operator, Ann. July 12.

Lovell, Wyo.—BGH Corp., 1050 kc, .250 kw D. P.O. address % A.D. Gaddis, 231 E. Main, Lovell, Wyo. Estimated construction cost $14,500, first year operating cost $18,000, revenue $24,000. Principals include **A.D. Gaddis,** 50%, **Conrad E. Bales** and **Joe C. Henry,** 25% each. Mr. Gaddis, who formerly held interest in KIML Gillette, Wyo., is in electronics. Messrs. Bales and Henry are stockholders in KWIV Douglas and KIML Gillette, both Wyoming, and KIMB Kimball, Neb. Ann. July 13.

Existing Am Stations

ACTIONS BY FCC

Radio Carmichael, Sacramento, Calif.; Redwood City Bcstg. Co., Palo Alto, Calif.; KVON Napa, Calif.; KSAN San Francisco, Calif.; Trans-Sierra Radio, Roseville, Calif.—Designated for consolidated hearing applications for new am stations to operate on 1430 kc, DA-D—Radio Carmichael and Trans-Sierra with 500 w, and Redwood City with 1 kw; KVON to change operation on 1440 kc from 500 w, DA-1, unl. to 500 w, 1 kw-LS, DA-2, unl. and KSAN to increase daytime power from 250 w to 1 kw, continuing operation on 1450 kc, 250 w-N made KMYC Marysville; KSTN Stockton, KAGR Yuba City, KROG Sonora and KARM Fresno, all California, parties to proceeding, and KVON Napa, party with respect to its existing operation. Ann. July 8.

WGGG Gainesville, Fla.; WBML Macon, Ga.; WSOK Savannah, Ga.; WBHB Fitzgerald, Ga.: WXLI Dublin, Ga.—Designated for hearing applications to increase daytime power from 250 w to 1 kw, continuing operation on 1230 & 1240 kc, 250 w-N, in consolidated proceeding with application of Radio Station WAYX Inc., to increase daytime power of station WAYX Waycross, Ga., from 250 w to 1 kw, continuing operation on 1230 kc, 250 w-N; made WLAG LaGrange, WTWA Thomson, WWNS Statesboro, WBIA Augusta, WPAX Thomasville, all Georgia; WULA Eufaula, Ala.; WALD Waterloo, S.C.: WSBB New Smyrna Beach and WMAF Madison, both Florida, parties to proceeding and made following stations parties with respect to their existing operations: WAYX, WBML, WSOK, WBHB and WXLI; order supersedes Jan. 14, 1959 hearing order with respect to issues only. Ann. July 8.

WMJM Cordele, Ga.; WSNT, Sandersville, Ga.—Designated for consolidated hearing applications to increase daytime power of WMJM from 250 w to 1 kw and WSNT from 250 w to 500 w, both continuing operation on 1490 kc, 250 w-N; made WRLD Lanett, Ala.; WSFB Quitman, WSYL Sylvania, and WMRE Monroe, all Georgia parties to proceeding. Ann. July 8.

KSCB Liberal, Kans.—Granted change on 1270 kc from 1 kw, D, to 500 w-N, 1 kw-LS, DA-N; engineering conditions. Chmn. Ford absent. Ann. July 8.

WICY Malone, N.Y.—Granted increase in daytime power from 250 w to 1 kw, continuing operation on 1490 kc, 250 w-N; remote control permitted. Chmn. Ford absent. Ann. July 8.

WRSA; WSPN Saratoga Springs, N.Y.—By letter, commission denied joint petition to expedite processing of their applications—WRSA (1280 kc, 1 kw, D) to move to Troy and operate on 900 kc, 1 kw, D, and WSPN to change its facilities (900 kc, 250 w, D) to those presently used by WRSA in Saratoga (1280 kc, 1 kw D). Ann. July 8.

WHLF South Boston, Va.—Granted increase in daytime power from 250 w to 1 kw, continuing operation on 1400 kc, 250 w-N; engineering condition. Chmn. Ford absent. Ann. July 8.

KOL-AM-FM Seattle, Wash.—Is being advised that applications for (1) renewal of am license and (2) assignment of am license and fm cp to KOL Inc. indicate necessity of hearing because of programming variance. Comr. Craven dissented. Ann. July 13.

APPLICATIONS

KVRH Salida, Colo.—Mod. of license to change hours of operation from unlmtd. to specified hours: Mon. thru Sat.: 6:30 a.m. to 7:30 p.m. Sunday: 7:45 a.m. to 5:45 p.m. (1340 kc). Ann. July 12.

WLBJ Bowling Green, Ky.—Cp to change from employing DA-ND to DA-N. (1410 kc). Ann. July 12.

WGEM Quincy, Ill.—Cp to increase daytime power from 1 kw to 5 kw, changes in DA-D pattern (DA-1 to DA-2); and install new trans. (1440 kc). Ann. July 6.

KRSC Othello, Wash.—Mod. of license to change hours of operation from unlmtd to specified hours: Mon. thru Sat.: 6:00 a.m. to 6:00 p.m. Sunday: 8:00 a.m. to 4:00 p.m. Ann. July 12.

New Fm Stations

ACTIONS BY FCC

Anchorage, Alaska—Northern Tv Inc. Granted 105.5 mc, .751 kw. P.O. address 4th & Denali St., Anchorage, Alaska. Estimated construction cost $16,640, first year operating cost $19,000, revenue $20,000. Principals include **A. G. Hiebert,** 32.675%, **Jack M. Walden,** 6.476%, and others. Northern Tv Inc. is licensee of KTVA (TV) Anchorage and KTVF (TV) Fairbanks. Ann. July 8.

Anchorage, Alaska—Radio Anchorage Inc. Granted 102.1 mc, 3 kw. P.O. address Box 1960 Anchorage, Alaska. Estimated construction cost $10,234, first year operating cost $18,000, revenue $24,000. Principal applicants are **J. Chester** and **Josephine Gordon,** 35.82% each. Radio Anchorage Inc. owns KBYR Anchorage and KFBR Fairbanks, both Alaska. Ann. July 8.

***Amherst, Mass. — WGBH Educational Foundation** granted, 88.5 mc, 34.4 kw. P.O. address Western Massachusetts Bcstg. Council, Amherst College, Amherst, Mass. Estimated construction cost $34,050, first year operating cost $1,200. Educational, non-commercial. Ann. July 8.

Westerly, R.I.—Rhode Island-Connecticut Radio Corp., granted 103.7 mc, 17.5 kw. P.O. address 11 Railroad Ave., Westerly, R.I. Estimated construction cost $13,145. Principals are **Dr. Augustine L. Cavallaro,** 62½%, and **Augustine L. Cavallaro Jr.,** 37½%, owners of WERI Westerly, R.I. Ann. July 8.

Dallas, Tex.—Merchants Bcstg. System Inc., granted 94.1 mc, 4.82 kw. P.O. address 605 Wynnewood Village North, Dallas, Tex. Estimated construction cost $16,768, first year operating cost $23,452, revenue $36,000. Principals include **Mr. & Mrs. Charles E. Ames,** 68.15%, **Ellis D. Ames,** 16.85%, and others. Charles Ames is in sound equipment sales. Ellis D. Ames is owner of adjustment business. Ann. July 8.

Lynden, Wash.—Sidney Baron, granted 106.5 mc, 1.20 kw. P.O. address 525 Front St., Lynden, Wash. Estimated construction cost $6,820, first year operating cost $6,400, revenue $6,500. Applicant is in electronic equipment sales and service. Ann. July 8.

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District 7-8531

Green Bay, Wis.—Green Bay Bcstg. Co., granted 98.5 mc, 2.85 kw P.O. address 225 N. Adams St., Green Bay, Wis. Estimated construction cost $14,552. Principals include **Ben A. Laird**, 85%, and others, licensees of WDUZ Green Bay. Ann. July 13.

APPLICATIONS

Montgomery, Ala.—Fine Music Inc. 98.9 mc, 10 kw. P.O. address 1469 Ann St., Montgomery, Ala. Estimated construction cost $4,300, first year operating cost $6,000, revenue $7,000. Principals include **Isaac E. Cohen, Ronald A. Martin,** and **Dwight M. Cleveland,** 33⅓% each. Mr. Cohen is in vending machines. Messrs. Martin and Cleveland are employes of telephone company. Ann. July 13.

Visalia, Calif.—Air Waves Inc. 92.9 mc, 2.89 kw. P.O. address Box 1429 Visalia, Calif. Estimated construction cost $8,801, first year operating cost $5,000, revenue $8,000. Applicant fm will duplicate its am outlet, KONG Visalia. Ann. July 13.

Ownership Changes

ACTIONS BY FCC

KTVE (TV) El Dorado, Ark.—Granted assignment of cp (on air) to **Home Bcstg. Co. (William H. Simons** sole owner); consideration $1,100,000, subject to condition that assignment proposed herein not be consummated until assignor has reduced existing KRBB antenna structure located at north latitude 33° 07′ 40″, west longitude 92° 38′ 28″, to level not to exceed overall height of 300 ft. above ground. Commission shall be advised in writing when above described tower has been reduced to height specified. Comr. Craven absent. Ann. July 8.

KDEO El Cajon, Calif.—Granted (1) renewal of license and (2) assignment of license to **Tullis and Hearne Bcstg. Co.**; consideration $475,000. **Howard L. Tullis** and **John P. Hearne** together own KAFY Bakersfield, and KFXM San Bernardino; Tullis is majority stockholder in KEAP Fresno, and Hearne has interest in KVEN-AM-FM Ventura, and KUAM-AM-TV Guam. Comr. Craven absent. Ann. July 8.

KNGS Hanford, Calif.—Granted (1) renewal of license and (2) assignment of license to **Kings Bcstg. Corp.**; consideration $360,000. **John C. Cohan,** assignee president, owns KVEC San Luis Obispo, and has interest in KSBY-TV San Luis Obispo, and KSBW Salinas, and KSBW-TB Salinas-Monterey. Comr. Bartley not participating. Ann. July 13.

KCVR-AM-FM Lodi, Calif.—Granted assignment of license, cp and SCA to **George D. Snell, B. Floyd Farr** and **George M. Mardikian,** d/b as **Radio KCVR**; consideration $157,500. Assignees have 75% interest in KEEN-AM-FM San Jose, Calif. Ann. July 13.

KPSR (FM) Palm Springs, Calif.—Granted assignment of license, cp and SCA to **KPSR Inc.** (in which **Richard Sampson** has 20% interest); stock and note considerations. Comr. Craven absent. Ann. July 8.

WBGC Chipley, Fla.—Granted assignment if license to **Lee-San Corp. (John Sanders,** president); consideration $20,474. Ann. July 13

KCIJ Shreveport, La.—Granted transfer of control to **Samuel R. David**; consideration $85,000. Ann. July 13.

WVMI Biloxi, Miss.—Granted assignment of licenses to **New South Communications Inc. (M. F. Kahlmus, H. E. Sanders, Frank E. Holladay** and **Joseph W. Carson**); consideration $100,000 and land lease for 10 years at $200 per month with option to purchase for $15,000. Comr. Craven absent. Ann. July 8.

WDAF-AM-FM-TV Kansas City, Mo.—Granted assignment of am and tv licenses and fm cp to **Transcontinent Tv Corp.**; consideration $9,750,000. Comr. Bartley dissented. Assignee is licensee of WGR-TV Buffalo, and WROC-TV Rochester, both New York; owns KFMB-TV San Diego, and KERO-TV, Bakersfield, both California, and has 60% interest in WNEP-TV Scranton, Pa. Ann. July 13.

KBBS Buffalo, Wyo.—Granted acquisition of positive control by **Malcolm D. Wyman** through purchase of 11.11% of stock for $2,850 to give Mr. Wyman 51.11% interest. Ann. July 13.

KXLL Missoula, Mont.—Granted assignment of licenses to **June Inc. (June B. Wilson,** president); consideration $98,000 and lease of land and buildings for $175 per month with option to buy for $20,000. Comr. Craven absent. Ann. July 8.

KRTN Raton, N.M.—Granted assignment of license to **Jay W. Howe** and **Marvin H. Shute,** d/b as **Raton Bcstg. Co.**; consideration $95,000. Ann. July 13.

WJMK North Syracuse, N.Y.—Granted assignment of license to **Sol Panitz** and **Barry Winton** (WQSN Charleston, S.C.); consideration $75,000 plus $50,000 not to compete for six years within 50 miles of Syracuse. Ann. July 13.

WBTC Farmville, N.C.—Granted assignment of license from **James H.** and **R.E. Mayo** to **Carl V. Venters Jr.,** and **Herbert C. Wade Jr.,** d/b as **Farmers Bcstg. Co.**; consideration $35,000. Comr. Craven absent Ann. July 8.

KJAM Madison, S.D.—Granted assignment of license to **Madison Bcstg. Co. (Clare J. DeKoster,** president); stock transaction. Ann. July 13.

WHLP Centerville, Tenn.—Granted transfer of control to **Harold Flood** and **O.O. Smith**; consideration $4,000. Ann. July 13.

WSNO Barre, Vt.—Granted assignment of cp to **Robert I. Kimel** and **Bessie W. Grad** (who own WWSR St. Albans); consideration $58,373. Comr. Craven absent. Ann. July 8.

KEDO Longview, Wash.—Granted assignment of license to **KEDO Inc. (Don L. Veith, LaVern L. Eaton, Marvin E. Johnson**); consideration rental of $600 per month. Ann. July 13.

KUDY Renton, Wash.—Granted transfer of negative control from **Music Concessions Inc., to KWG Bcstg. Co.**; consideration $56,000 for half interest. Comr. Craven absent. Ann. July 8.

APPLICATIONS

WAPI-AM-FM-TV Birmingham, Ala.—Seeks assignment of license from **Alabama Bcstg. System Inc.** to **Newhouse Bcstg. Corp.,** subsidiary merger into parent corporation with no financial consideration involved. Ann. July 13.

WSLA-TV Selma, Ala.—Seeks assignment of cp from **Deep South Bcstg. Co.** to **Selma Tv Inc.,** change in corporate name. No financial consideration, no change in stockholders. Ann. July 13.

KBLU Yuma, Ariz.—Seeks assignment of license from **Desert Bcstg. Co.** to **Robert W. Crites** for $13,450. Mr. Crites, partner in KBLU previous to this assignment, is 50% owner of KAPP Redondo Beach, Calif. Ann. July 12.

KWKW Pasadena, Calif.—Seeks assignment of license from **Southern California Bcstg. Co.** to **KWKW Inc.** for $700,000. Purchasers are **John F.** and **Georgiene A. Mally,** 70%, and **Stanley G.** and **Theresa Loewy M. Breyer,** 30%, owners of KLIQ **Portland, Ore.** Ann. July 13.

KTIP Porterville, Calif.—Seeks transfer of control of **Gateway Bcstrs Inc.** from **Gareth F. Garlund, Anna White Garlund, Henry C. Lindgren** and **Leo G. McClatchy,** 25% each, to same principals, 15.15% each plus **Robert J. Byrne,** 30.30% and **Lawrence D. Cotta,** 9.10% by new stock issue of 130 shares at $100 per share. New stockholders are employes of KTIP. Ann. July 13.

KOBY-AM-FM San Francisco, Calif.—Seeks assignment of license (am) and cp (fm) from **Mid-America Bcstrs. Inc.** to **Gordon Bcstg.** of San Francisco Inc. for $600,000 in cash or $700,000 in terms. Purchaser is **Sherwood R. Gordon,** owner of KBUZ-AM-FM Mesa, Ariz. and KSDO San Diego, Calif. Ann. July 13.

KPEN (FM) San Francisco, Calif.—Seeks assignment of license from **Peninsula FM** to **Pacific FM Inc. Kenneth F. Warren,** 25% owner with **Garry M. Gielow, James J. Gabbert** and **John S. Wickett,** withdraws from partnership. His interest in firm equally divided among remaining partners at 33⅓% each, change to corporation. Mr. Warren received $12,000 for his interest Ann. July 11.

WTYS Marianna, Fla.—Seeks assignment of license from **Jack Howard Mann** to **James W. Tate** for $37,750. Purchaser has interest in WEKR Fayetteville, Tenn. Ann. July 13.

WNSM Valparaiso-Niceville, Fla.—Seeks assignment of license from **Bay Bcstg. Co.** to **Bay County Bcstg. Co.** for $55,725. Purchaser is **E.L. DuKate,** owner of WPCF Panama City, Fla. Ann. July 11.

WVOP Vidalia, Ga.—Seeks transfer of control of **Vidalia Bcstg. Co.** from **M.F. Brice** and **R.E. Ledford,** equal partners to **R.E. Ledford** and **T.H. Brice,** executor of estate of **M.F. Brice,** deceased, equal partners. No financial consideration involved. Ann. July 13.

WDAN-TV Danville, Ill.—Seeks assignment of license from **Northwestern Publishing Co.** to **Plains Tv Corp.** for $75,000. **Plains Tv Corp.,** group headed by **Elmer Balaban,** is 50% owned **H&E Balaban Corp. Transcontinental Properties Inc.** owns remaining 50%. Plains is licensee of WICS (TV) Springfield, and is owner of WCHU Inc., licensee of WCHU-TV Champaign, both Illinois. Plains is also owner of **Connecticut Tv Inc.,** licensee of WHNB-TV New Britian, Conn. Ann. July 12.

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WALP-AM-FM Lexington, Ky.—Seeks transfer of control of **WLAP Radio Inc.** from **John B. Poor**, sole owner, to **Thoroughbred Bcstg. Co.** for $230,000. Purchaser is **William R. Sweeney**, former stockholder in WBNC Conway, N.H. Ann. July 12.

WSOC Charlotte, N.C.—Seeks assignment of license from **Carolina Bcstg. Corp.** to **Henderson Belk** for $200,000. Purchaser has interest in WGUS North August, S.C. Ann. July 11.

KTES-TV Nacagdoches, Tex.—Seeks assignment of license from **East Texas Bcstg. Co.** to **G.P. "Pat" Scoggins** for $5,000 and assumption of all liabilities. Mr. Scoggins owns business colleges. Ann. July 8.

KKSN Grand Prairie, Tex.—Seeks assignment of license from **Kissin' Radio Inc.** to **Rounsaville of Dallas Inc.** for $300,000. Purchaser is **Robert W. Rounsaville**, owner of WQXI and WATL-TV Atlanta, Ga.; WCIN-AM-TV Cincinnati, Ohio; WTMP Tampa, Fla.; WLOU Louisville, Ky.; WMBM South Miami, Fla.; WVOL Berry Hill, Tenn.; WYLD New Orleans, La. and WTAM-TV Louisville. Ann. July 12.

Hearing Cases

FINAL DECISIONS

■ By order, commission made effective immediately initial decision of May 31 and granted applications of H and R Electronics Inc., and North Carolina Electronics Inc., for new daytime am stations to operate on 1550 kc, 1 kw, in Greenville and Raleigh both North Carolina, respectively, and dismissed application of Poston-Larson Bcstg. Co. for new 500-w daytime station on same frequency in Graham, N.C. Comr. Bartley dissented. Ann. July 13.

■ By order, commission made effective immediately initial decision of May 27 and denied, for failure to prosecute, application of Greentree Communications Enterprises Inc., for naw tv station to operate on ch. 9 in Flagstaff, Ariz. Ann. July 13.

■ By order, commission made effective initial decision of January 13 and granted Sherrill C. Corwin mod. of cp for KGUD-FM Santa Barbara, Calif. to change trans. site, increase ERP from 29.5 to 30.7 kw and ant. height from minus 800 to 2,939 ft. which, on March 2, was stayed by commission pending further review. Ann. July 13.

INITIAL DECISION

■ Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of Frank James for new class B fm station to operate on 107.7 mc in Redwood City, Calif. Ann. July 11.

OTHER ACTIONS

■ By decision, commission granted application of Hoyt C. Murphy and G. Russell Chambers, d/b as Carnegie Bcstg. Co., for daytime am station to operate on 1590 kc, 1 kw, DA, in Carnegie, Pa., and denied mutually exclusive application of John J. Keel and Lloyd W. Dennis Jr., d/b as Jeannette Bcstg. Co., for similar facilities with 500 w in Jeannette, Pa. Comr. Bartley not participating; Comr. Cross dissented with statement. Examiner's initial decision of Nov. 12, 1959, looked toward this action. Ann. July 7.

■ By memorandum opinion and order, commission denied in all respects June 21 petition by Price Bcstrs. Inc., Frederick, Md., for "prior or simultaneous consideration, or for consolidation, and/or for other relief" in proceedings involving Price and other am applications in the Gettysburg-Frederick area. Ann. July 7.

■ By decision, commission granted application of Musical Heights Inc., for new daytime am station to operate on 1370 kc, 500 w, DA, in Braddock Heights, Md. Comr. Bartley not participating. Examiner's initial decision of Sept. 25, 1959 looked toward denial. Ann. July 7.

■ By memorandum opinion and order, commission dismissed Aug. 15, 1957 protest by Philco Corp. to July 18, 1957 conditional grant of renewal of licenses of National Bcstg. Co. Philadelphia, Pa., stations WRCV-AM-TV (Ch. 3) and auxiliaries. Comr. Bartley dissented; Comr. Cross not participating. (June 19, 1958 Court of Appeals decision reversed commission's Sept. 11, 1957 previous dismissal of Philco protest and remanded case to commission, and Supreme Court on Jan. 26, 1959 denied NBC petition for writ of certiorari. Oral argument was thereafter held on Oct. 8, 1959 before commission.) Ann. July 7.

■ By memorandum opinion and order on joint petition by Palmdale Bcstrs. (KUTY) Palmdale, Calif., and Voice of Orange Empire Inc., (KWIZ) Santa Ana, Calif., commission (1) reconsidered and granted without hearing application of KWIZ to increase daytime power from 1 kw to 5 kw and change from DA-N to DA-2, continuing operation on 1480 kc with 1 kw-N, engineering condition, and (2) retained application of KUTY to increase power from 1 kw to 5 kw, continuing operation on 1470 kc, D in hearing status for future consolidation on interference issues with proposal of KTYM Inglewood, Calif., to improve facilities on 1460 kc, if such consolidation is found necessary. Ann. July 7.

■ By memorandum opinion and order, commission denied petition and supplement by Independent Bcstg. Co., Darien, Conn., for clarification and enlargement of issues in proceeding on its application and High Fidelity Music Co., Port Jefferson, N.Y., for new fm stations. Ann. July 7.

■ By memorandum opinion and order, commission granted joint petition by protestant John A. Barnett (KSWS-TV, Ch. 8) Roswell, N.M., and Microrelay of New Mexico Inc., dismissed protest, vacated stay of Dec. 16, 1959 grants to Microrelay for common carrier microwave tv relay system to carry programs of KOB-TV, KOAT-TV and KGGM-TV, all Albuquerque, into Roswell for distribution there by community antenna tv system, and terminated proceedings. Comr. Bartley abstained from voting. Ann. July 7.

■ By memorandum opinion and order, commission denied petition by KOWBoy Bcstg. Co. (KOWB) Laramie, Wyo., for enlargement of issues in proceeding involving am applications by Laramie Bcstrs. and others in Wyo. and Colo. KOWB, only existing am station in Laramie, is an intervenor. Ann. July 7.

■ By memorandum opinion and order, commission denied petition by Raymond I. Kandel and Gus Zaharis for review of examiner's ruling denying them leave to amend their application for new daytime am station to operate on 940 kc, 250 w, in Zanesville, Ohio, and affirmed examiner's ruling. Application is one of some 30 involved in proceeding concerning proposed operations on 930, 940 and 950 kc. Ann. July 7.

■ By memorandum opinion and order, commission granted petition by WMBO Inc. (WMBO) Auburn, N.Y., to extent of making effective immediately initial decision of March 11, 1960, insofar as granting application of WMBO to increase daytime power from 250 w to 1 kw, continued operation on 1340 kc with 250 w, N. Ann. July 7.

■ By memorandum opinion and order, commission granted petition by Charles E. Springer to extent of making effective immediately May 2 initial decision and granting Springer's application for new am station to operate on 1450 kc 250 w, unl., in Highland Springs, Va. subject to condition that he accept any objectionable interference which may be caused to his operation as a result of grant of still-pending application of James J. Williams seeking same facilities in Williamsburg, Va. May 2 initial decision looked toward granting Springer application and denying Williams. Ann. July 7.

■ By memorandum opinion and order, commission granted petition by International Bcstg. Corp. (KWKH) Shreveport, La., to extent of modifying decision of April 13 to include two special engineering conditions (concerning phase monitor and ant. pattern) in grant made at that time to Radio Dinuba Co. to change operation of latter's am station KRDU in Dinuba, Calif., from 1240 kc, 250 w, unl. to 1130 kc, 1 kw, unl. DA. Chmn. Ford not participating. Ann. July 7.

■ Commission consolidated into single hearing separate am proceedings involving Mid-America Bcstg. System Inc., Highland Park, Ill., et al and Chester Bcstg. Co., Chester, Ill., et al and added following 8 other applications for increased daytime power on 1400, 1450 or 1490 kc to same proceeding: Booth Bcstg. Co. (WJLB) Detroit, Mich.; Southern Michigan Bcstg. Corp. (WELL) Battle Creek, Mich.; Knorr Bcstg. Corp. (WSAM) Saginaw, Mich.; WSJM Inc. (WSJM) St. Joseph, Mich.; Green Bay Bcstg. Co. (WDUZ) Green Bay, Wis.; Racine Bcstg. Corp. (WRJN) Racine, Wis.; WPFA Radio Inc. (WCVS) Springfield, Ill.; and Paul A. Brandt (WCBQ) Whitehall, Mich.

Made parties to proceeding are: WMAN Mansfield, Ohio; WCER Charlotte, Mich.; WAMM Flint, Mich.; WTCM Traverse City, Mich.; WIMS Michigan City, Ind.; WRDB Reedsburg, Wis.; WRIG Wausau, Wis.; WRMN Elgin, Ill.; WGES Chicago, Ill.; WAOV Vincennes, Ind.; WASK Layfayette, Ind.; WKEI Kewanee, Ill.; WHFC Cicero, Ill.; WMBD Peoria, Ill.; KIRX Kirksville, Mo.; KADY St. Charles, Mo.; WDSG Dyersburg, Tenn.; WOSH Oshkosh, Wis., and WRAJ Anna, Ill.

This consolidates more than 50 applications which raise questions of potential interference to more than 150 existing domestic stations and 3 Canadian stations. Ann. July 8.

■ Designated for hearing on engineering proposal specified in reinstated application of Muskingum Bcstg. Co., Zanesville, Ohio, for new am station to operate on 940 kc, 1 kw, DA-D, in consolidated proceeding in Michigan Bcstg. Co.; dismissed engineering part of amendment submitted May 4 by Muskingum; made following parties to proceeding: KXJK Forrest City, Ark.; WPFB Middletown, Ohio; WWJ Detroit, Mich.; KFVS Cape Girardeau, Mo.; WLIV Livingston, Tenn.; WPEN Philadelphia, Pa.; WXLW Indianapolis, Ind.; WNCC Barnesboro, Pa.; WSLI Jackson, Miss.; WESA Charleroi, Pa.; WGRP Greenville, Pa.; WFMD Frederick, Md.; WCNR Bloomsburg, Pa.; WHYL Carlisle, Pa., and WEOL Elyria, Ohio; made WPET, WMIX and WXGI parties with respect to their existing operations; order supersedes Michigan Bcstg. Co. hearing order of Oct. 21, 1959 and memorandum opinion and orders of May 31, with respect to issues only. Ann. July 8.

■ Voice of Three Rivers, Three Rivers, Mich.; Florence Bcstg. Co., Florence, Ore.—By order, denied requests for waiver of Sec. 1.354(h) of rules; new file numbers will be assigned their am applications as of date of their respective amendments for change of frequency. Ann. July 8.

■ By memorandum opinion and order, commission denied petition by Dodge City Bcstg. Co. to consolidate its application for new am station to operate on 600 kc, 500 w, DA-2, unl. in Liberal, Kans., with applications of Plains Enterprise Inc., for new station in Liberal, Kans., and Seward County Bcstg. Co., to change operation of station KSCB Liberal. Chmn. Ford absent. Ann. July 8.

■ By memorandum opinion and order, commission denied motion by Illiana Telecasting Corp. to schedule early argument in proceeding involving its application and that of Wabash Valley Bcstg. Corp. (WTHI-TV) for operation on tv chn. 2 in Terre Haute, Ind. Ann. July 13.

■ By decision, commission granted Capital Cities Tv Corp. cp for new tv station to operate on chn. 10 in Vail Mills, N.Y. and denied competing application of Veterans Bcstg. Co. Chmn. Ford and Comr. Bartley not participating; Comr. Cross concurred with statement. Initial decision of Aug. 11, 1959 and staff instructions of May 26, 1960 looked toward this action. Capital shifted chn. 10 operation of WTEN (TV) from Albany to Vail Mills under special temporary authority issued in 1957. On July 7, 1960, U.S. District Court denied request by Veterans (WBET-TV chn. 10 Rochester, N.Y.) to stay WTEN's special temporary authorization. Ann. July 13.

■ By decision, commission granted Jane A. Roberts license for daytime am station

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KCFI, 1250 kc, 500 w, DA, in Cedar Falls, Iowa with direction to file amendment to cp to conform latter with certain requirements noted in license grant. Comrs. Hyde and Craven not participating; Comr. Bartley dissented. This grant is pursuant to staff instruction of Nov. 27, 1959; initial decision of May 28, 1959, looked toward denial. Ann. July 13.

■ By memorandum opinion and order, commission, on petition of Elmira Star-Gazette Inc., severed from Fredericksburg, Va., proceeding and granted Elmira application to increase daytime power of WENY Elmira, N.Y., from 250 w to 1 kw, continuing operation on 1230 kc, 250 w-N, subject to engineering condition. Ann. July 13.

■ By memorandum opinion and order, commission granted motions by Myron A. Reck (WTRR) Sanford, Fla., and Zephyr Bcstg. Corp., Zephyrhills, Fla., to extent of deleting issues in proceeding on their applications, permitting Zephyr to file affidavits in lieu of hearing, and providing that grant to Zephyr shall be subject to interference from grant of Reck application. Ann. July 13.

Routine Roundup

ACTIONS ON MOTIONS

By Chairman Frederick W. Ford

■ Granted motion by Broadcast Bureau to correct in various respects transcript of oral argument in proceeding on am application of Musical Heights Inc., Braddock Heights, Md. Action July 7.

By Chief Hearing Examiner James D. Cunningham

■ Ordered that Hearing Examiner Thomas H. Donahue will serve as presiding officer in proceeding on am applications of Shenandoah Life Stations Inc. (WSLS), Roanoke, and Edwin R. Fischer, Winchester, both Virginia. Action July 6.

■ Ordered that Hearing Examiner Charles J. Frederick will serve as presiding officer in New Orleans, La., tv chn. 12 proceeding. Action July 6.

■ Designated for hearing following proceedings on dates shown: Sept. 14: Frederick County Bcstrs., Winchester, Va., et al fm applications of M. Earlene Stebbins, Skokie, Ill., et al Sept. 26: applications of Eleven Ten Bcstg. Corp., for renewal of license of am station KRLA and aux., Pasadena, Calif., and for license to cover cp. Action July 6.

■ Continued prehearing conference from July 13 to July 22 at 9 a.m., in proceeding on am applications of Macon Bcstg. Co. (WNEX) Macon, Ga., et al. Action July 8.

By Chief Hearing Examiner James D. Cunningham

■ Since presiding officer originally designated in following proceedings became unavailable to commission prior to taking of testimony, ordered following hearing examiners to serve as presiding officers in proceedings at hearings on dates to be specified by them: Thomas H. Donahue on am applications of Floyd Bell, Texarkana, and Belton Bcstrs. Inc., Belton, Tex.; Millard F. French on am application of Northeast Radio Inc. (WCAP) Lowell, Mass.; Basil P. Cooper on am application of Pioneer Bcstg. Co. (KNOW) Austin, Tex.; Elizabeth C. Smith on am application of Ralph J. Silkwood, Klamath Falls, Ore.; Herbert Sharfman in New Bedford, Mass., tv chn. 6 proceeding. Action July 6.

■ Ordered that in view of circumstance that presiding officer originally designated in proceedings on am applications of Cookeville Bcstg. Co., Cookeville, Tenn., et al, has become unavailable to commission, scheduled hearing conference for July 12 at 9:30 a.m. for purpose of determining future course of proceeding. Action July 6.

■ Granted petition by Taliesin Bcstg. Co. for dismissal without prejudice its application for new fm station in Cleveland, Ohio; retained in hearing status application of Douglas G. Oviatt & Son Inc., Cleveland, Ohio. Action July 6.

■ Ordered that in view of circumstance that presiding officer originally appointed in proceeding on fm application of High Fidelity Stations Inc. (KPAP) Redding, Calif. has become unavailable to commission, designated Examiner Walther W. Guenther to serve as presiding officer in proceeding and hearing will be held at date to be specified by him. Action July 6.

■ Due to illness of presiding hearing examiner, continued hearing from July 8 to 9:00 a.m., July 18, in proceeding on am application of Canandaigua Bcstg. Co., Canandaigua, N.Y. Action July 6.

■ Granted petition by Upland Bcstg. Co. to extent that it involves dismissal of its application for new am station in Upland, Calif.; dismissed application with prejudice; retained in hearing status applications of Southland Communications Co., Anaheim and Robert Burdette & Asso. Inc., West Covina, both California. Action July 6.

By Hearing Examiner Basil P. Cooper

■ Scheduled further prehearing conference for July 6 at 2:00 p.m., in proceeding on am applications of Brandywine Bcstg. Corp., Media, Pa., et al. Action July 5.

■ Scheduled prehearing conference for Sept. 12 in proceeding on application of Bunkie Bcstg. Co., for new am station in Bunkie, La.; granted motion by applicant and continued date for evidentiary hearing from July 29 to Oct. 24. Action July 6.

By Hearing Examiner Thomas H. Donahue

■ On own motion, scheduled prehearing conference for July 18 in proceeding on am applications of Washington Bcstg. Co. (WOL) Washington, D.C., et al. Action July 5.

■ On own motion, continued hearing from July 11 to date to be determined at July 11 prehearing conference in proceeding on fm application of O'Keefe Bcstg. Co., Levittown-Fairless Hills, Pa. Action July 6.

■ Granted request by Bible Institute of Los Angeles Inc. (KBBI) Los Angeles, Calif., and continued certain procedural dates in proceeding on its fm application, et al.; hearing continued from July 21 to Sept. 8 and further hearing from July 28 to Sept. 14. Action July 6.

By Hearing Examiner Charles J. Frederick

■ Granted motion by Harlan Murrelle & Assoc., Lakewood, N.J., for extension of time to July 8 to file revised engineering exhibit in proceeding on its am application —applicant in group 6 in consolidated proceeding. Action July 5.

■ Granted petition by Broadcast Bureau and extended to July 12 time to reply to petition by Long Island's First Station Inc. (WGBB) Freeport, L.I., N.Y., applicant in am proceeding for reconsideration of May 18 action granting application of Petersburg Bcstg. Co. (WSSV) Petersburg, Va., for increase in power. Action July 6.

■ Granted petition by Broadcast Bureau and extended to July 12 time to reply to petition by Norfolk Bcstg. Corp. (WNOR) Norfolk, Va., applicant in am proceeding for severance and grant of its application. Action July 6.

■ Granted petition by Broadcast Bureau and extended from July 1 to July 8 time to respond to petition for review of examiner's ruling pertaining to field strength measurement data in proceeding on applications of Alvarado Tv Co., (KVOA-TV) and Old Pueblo Bcstg. Co. (KOLD-TV) Tucson, Ariz. Action July 7.

By Hearing Examiner Millard F. French

■ Granted petition by David L. Kurtz, Philadelphia, Pa. for leave to amend his fm application to specify frequency of 101.1 mc in lieu of frequency of 100.3 mc; removed from hearing docket Kurtz application and returned to processing line; and retained in hearing application of Brandywine Bcstg. Co., Media, Pa. Action July 6.

By Hearing Examiner Walther W. Guenther

■ Granted petition by Washington State Univ., Pullman, Wash., for postponement of hearing and exchange dates in proceeding on its am application, et al.; exchange of final engineering and lay exhibits—Sept. 1; notification of witnesses desired for cross-examination—Sept. 8; and hearing—Sept. 15. Action July 6.

■ On own motion, scheduled prehearing conference for July 21 in proceeding on am application of Mercury Bcstg., Colorado Springs, Colo. Action July 6.

By Hearing Examiner H. Gifford Irion

■ Granted petition by Broadcast Bureau for permission to file late pleading and accepted proposed findings and conclusions filed on June 24 in proceeding on am application of KDEF Bcstg. Co. (KDEF) Albuquerque, N.M. Action July 7.

By Hearing Examiner David I. Kraushaar

■ By notice and order, scheduled oral argument to begin at close of July 13 further hearing on joint petition by Tinker Area Bcstg. Co. and M.W. Cooper, both Midwest City, Okla., for leave to amend their am applications in technical respects; scheduled oral argument for 4 p.m., July 7 on opposition by Tinker Area Bcstg. Co., Midwest City, Okla., to notice to take deposition of M.W. Cooper, Midwest City and one other on July 11, at Oklahoma City, in am proceeding. Action July 7.

■ Granted motion by Tinker Area Bcstg. Co., Midwest City, Okla., to quash notice to take depositions of M.W. Cooper, Midwest, and ordered that depositions of Cooper and his proposed station manager shall not be taken, and that parties will be prepared to complete all aspects of their presentations beginning on July 13, date scheduled for commencement of further hearing sessions, so that record may be closed not later than July 15 in proceeding on am applications of Tinker Area, M.W. Cooper, et al. Action July 8.

By Acting Chief Hearing Examiner Jay A. Kyle

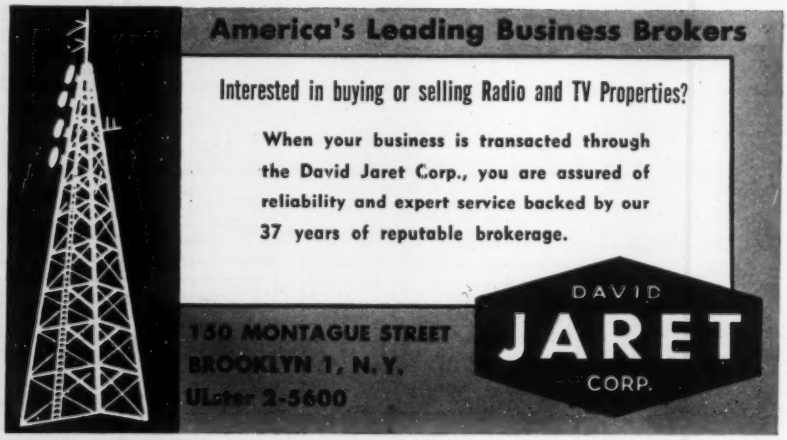
■ Granted motion by Radio Station WESB for dismissal without prejudice of its application for new am station in Canandaigua, N.Y. and retained in hearing status remaining application in consolidation—Canandaigua Bcstg. Co., for am facilities in Canandaigua. Action July 1.

■ On own motion, due to absence from office on military leave, continued hearings on following am applications: Zephyr Bcstg. Corp., Zephyhills and Myron A. Reck (WTRR) Sanford, both Florida from July 19 to July 25; Martin Karig, Johnstown, N.Y. from July 11 to July 22. Action July 6.

By Hearing Examiner Herbert Sharfman

■ Pursuant to July 6 prehearing conference, scheduled further prehearing conference for Sept. 13 at 2:00 p.m., and continued hearing from July 18 to Sept. 27 in proceeding on application of WDUL Tv Corp. (WHYZ-TV) Duluth, Minn. Action July 6.

■ On request by M-L Radio Inc. (KMLW) Marlin, Tex., and without objection by other parties, continued hearing from July 26 to Sept. 26 and extended time for exchange of exhibits from July 12 to Sept. 15 and for notification of witnesses and receipt of other material from July 19 to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Sept. 20 in proceeding on am application of M-L Radio Inc. (KMLW) and Taft Bcstg. Co., Houston, Tex. Action July 7.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of July 8

WTPA (TV) Harrisburg, Pa.—Granted assignment of licenses to **Newhouse Bcstg. Corp.**

KIXZ Amarillo, Tex.—Granted acquisition of positive control by **Jay J.G. Schatz** through purchase of stock from **G. E. Miller and Co.**

KOKE Austin, Tex.—Granted acquisition of positive control by **G.E. Miller and Co.** through purchase of stock from **Jay J.G. Schatz.**

WITZ Jasper, Ind.—Granted license covering installation of new trans.

WEST-FM Easton, Pa.—Granted cp to decrease ERP to 10 kw; increase ant. height to 440 ft.; change frequency to 105.7 mc, trans. location, install new ant., make changes in ant. system (side mount fm ant. on WLEV-TV tower), install new trans., and change type ant.; remote control permitted; condition.

WOLS Florence, S.C.—Granted extension of completion date to December 30.

Actions of July 7

WROD Daytona Beach, Fla.—Granted acquisition of negative control by each **Mining Journal Co.**, and **Iron Mountain Publishing Co.** through purchase of stock from **James F. McDonough.**

WEZB Birmingham, Ala.—Granted assignment of license to **Radio Birmingham Inc.**

WITB (TV) Bowling Green, Ky.—Granted assignment of cp to Argus Bcstg. Co.

KJEM Oklahoma City, Okla.—Granted mod. of license to change name to KJEM Inc.

WSYE-TV, WSYR-AM-FM-TV, Elmira and Syracuse, both New York—Granted mod. of licenses and cp to change name to **Newhouse Bcstg. Corp.**

WKNX Saginaw, Mich.—Waived sec. 3.30 (a) of rules and granted mod. of license to change studio location.

KLIZ-FM Brainerd, Minn.—Granted license for fm station.

WHYS Ocala, Fla.—Granted license covering installation of new trans.

WALA-TV Mobile, Ala.—Granted cp to change ERP to aur. 159 kw, trans. location, type ant., and make changes in equipment and ant. height; ant. 1,250 ft.

K70BZ Bemidji, Minn.—Granted cp to change frequency from ch. 72 to ch. 70 of tv translator station.

***WGTS-FM Takoma Park, Md.**—Granted cp to increase ERP to 1 kw, ant. height to 90 ft., and install new trans. and new ant.

KEFW (FM) Honolulu, Hawaii—Granted mod .of cp to change type trans.

KDOL Mojave, Calif.—Granted mod. of cp to change ant.-trans. and studio location and make changes in ant. system (increase height).

■ Following stations were granted extensions of completion dates as shown: WFAA-FM Dallas, Tex. to December 30; WISK (FM) Medford, Mass. to December 28, and WINZ-FM Miami, Fla. to January 2, 1961.

Actions of July 6

WICU-AM-TV Erie, Pa.—Granted mod. of licenses to change name to **Gibraltar Enterprises Inc.**

WXYZ Inc. Detroit, Mich.—Granted cp and license for 1 trans. in low power service.

KARO (FM) Houston, Tex.—Granted mod. of cp to change type trans.; remote control permitted.

WGAL Lancaster, Pa.—Remote control permitted.

WNIB Chicago, Ill.—Granted change of remote control authority.

KHOL-FM Kearney-Holdrege, Neb.—Remote control permitted.

Actions of July 5

WSSV Petersburg, Va.—Granted mod. of cp to change type trans.; without prejudice to such further action as commission may deem warranted as result of petitions now pending before commission filed by Harry Epperson Jr. on May 27, 1960, and by Long Island's First Station Inc., on June 20, 1960.

Actions of July 1

KDWT Stamford, Tex.—Granted authority to operate 6 a.m. to 10 p.m. for period ending Aug. 1.

WPRE Prairie Du Chien, Wis.—Granted authority to sign-off at 7 p.m., CST, for period ending July 31.

PETITIONS FOR RULEMAKING

***WGBH-FM Boston, Mass.** — Requests amendment of rules so as to permit noncommercial educational fm broadcast stations to engage in multiplex operations.

KIEM-TV Eureka, Calif.—Requests amendment of rules with respect to tv allocations at Redding and Alturas, both Calif, as follows:

	Present	Proposed
Redding, California	7	7, 9
Alturas, California	9	13-

License Renewals

■ Following stations were granted renewal of license: WADP Kane, Pa.; WCPA Clearfield, Pa.; WDAD Indiana, Pa.; WEDO McKeesport, Pa.; WEJL Scranton, Pa.; WESB Bradford, Pa.; WFLN Philadelphia, Pa.; WGET Gettysburg, Pa.; WHVR Hanover, Pa.; WILK Wilkes-Barre, Pa.; WJAC Johnstown, Pa.; WJUN Mexico, Pa.; WKEN Dover Del.; WKOK Sunbury, Pa.; WLOA Braddock, Pa.; WMRF Lewistown, Pa.; WNCC Barnesboro, Pa.; WPAM Pottsville, Pa. WRAK Williamsport, Pa.; WRTA Altoona, Pa.; WSCR Scranton, Pa.; WTUX Wilmington, Del.; WVCH Chester, Pa.; WWPA Williamsport, Pa.; WANB Waynesburg, Pa.; WATS Sayre, Pa.; WBCB Levittown-Fairless Hills, Pa.; WBRE Wilkes-Barre, Pa.; WBRX Berwick, Pa.; WBUX Doylestown, Pa.; WCHA Chambersburg, Pa.; WCHA-FM Chambersburg, Pa.; WCOY Columbia, Pa.; WEST Easton, Pa.; WEST-FM Easton, Pa.; WGSA Ephrata, Pa.; WKMC Roaring Spring, Pa.; WLSH Lansford, Pa.; WBRE-FM Wilkes-Barre, Pa.; WFLN-FM Philadelphia, Pa.; WIFI (FM) Philadelphia, Pa.; WLBR-FM Lebanon, Pa.; WTTC-FM Towanda, Pa.; WBRE-TV Wilkes-Barre, Pa.; WTPA (TV) Harrisburg, Pa.; WWNH Rochester, N.H.; *WAMF (FM) Amherst, Mass. WNLC New London, Conn.; WCAP Lowell, Mass.; KIEM Eureka, Calif. KXRO Aberdeen, Wash.; KJEM Oklahoma City, Okla.; KIXZ Amarillo, Tex.; WADS Ansonia, Conn.; KOH Reno, Nev.; KUGN Eugene, Ore.; WAAT Trenton, N.J. KHFM (FM) Albuquerque, N.M.; KZTV (TV) Corpus Christi, Tex.; WPAW Pawtucket, R.I.; WWHG Hornell, N.Y.; KTHE Thermopolis, Wyo.; WPAC-FM Patchogue, N.Y.; WJAC-FM Johnstown, Pa.; WWSW-FM Pittsburgh, Pa.; *WXPN (FM) Philadelphia, Pa.; WIIC (TV) Pittsburgh, Pa.; WMRC Milford, Mass.; WBSM-AM-FM New Bedford, Mass.; *WBUR (FM) Boston, Mass.; *WRTC-FM Hartford, Conn.; *WSCB (FM) Springfield, Mass.; WBET-AM-FM Brockton, Mass.; WREM Remsen, N.Y.; WVOX New Rochelle, N.Y.; *WVHC (FM) Hempstead, N.Y.; WGPA-FM Bethlehem, Pa.

■ Following tv translator stations were granted renewal of license: K72AE, K80AQ Needles, Calif., and Gas City, Davis Dam and Bullhead, all Arizona; K77AD, K80AE, K83AC Globe and Miami, all Arizona; K71AB, K75AD, K79AA Blythe, Calif.; K73AP, K77AO, K83AJ Quincy, Washington; W78AA Frostburg, Md.; K78AH Joplin, Chester, Inverness and Rudyard, all Montana, and K71AC Farmington, N.M.

New FCC processing line announced

Following applications are at top of am processing line and will be considered by FCC beginning August 13, commission has announced. Any new applications or changes in current applications that may conflict with those that follow must be filed with FCC by close of business August 12, in order to be considered.

Applications from the top of processing line:

BP-12468—New, Tampa Fla., Tamark Bcstg. Co. Req: 810kc, 50.w, DA-1, unl.

BP-12811—New, Lemoore, Calif., Elbert H. Dean and B.L. Golden. Req: 1240kc, 250w, unl.

BP-12821—WEED Rocky Mount, N.C., William Avero Wynn, Has: 1390kc, 1kw, 5kw-LS, DA-2, unl. Req: 1390 kc, 1kw, 5kw-LS, DA-N, unl.

BP-12952—New, Edensburg, Pa., Cambria County Bcstg. Co. Req. 1580kc, 1kw, (CR) Day.

BP-12997—New, Troy, N.C., Montgomery County Bcstg. Co. Req: 1390kc, 500w, D.

BP-13033—New, Fowler, Calif., Morris Mindel. Req: 1220kc, 250w, D.

BP-13235—WMOA Marietta, Ohio, Marietta

(Continued on page 103)

Bauer Kit

1 Kw TRANSMITTER

The "Bauer Kit" Model 707 is the only 1000/250 watt AM transmitter with *Silicon Rectifiers* in all power supplies, a *Variable Vacuum Capacitor* and a *Constant Voltage Transformer*. Your assurance of maximum reliability and optimum performance. All components are standard items available at local sources.

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Help Wanted—Management

Radio station manager 5 kw am top station in market. Salary excellent. Send full details Box 305B, BROADCASTING.

Sales

Our men are earning $150-$250 weekly and campaign managers $12,000-$15,000 annually. Conducting community promotions-cash award contests now in New York, Penna., and New England. Write Box 138B, BROADCASTING.

Salesman—Mid-Atlantic top rated fulltimer (not a juke box operation) desires salesman who can sell at rate card. Mail resume and financial requirements to Box 163B, BROADCASTING.

Salesman—young, agressive. Good closer. Excellent opportunity. Single station market. Indiana. Box 267B, BROADCASTING.

Radio time salesman for north Texas market fulltime-regional established 1935—good opportunity for right man. Give full particulars first letter including experience and personal references. Box 285B, BROADCASTING.

Salesman for new Pennsylvania station starting in Fall. Permanent position. No floaters. Box 290B, BROADCASTING.

Experienced young salesman, with some announcing wanted by south-western station in growing group. Prefer sober, married, college trained. Write Box 295B, BROADCASTING.

Salesman. Unusual opportunity in Florida with number one rated regional fulltimer. Excellent opportunity to move up. Guaranteed salary, fringe benefits. Give references; tell all in first letter. Box 298B, BROADCASTING.

Salesman-announcer for new station, midwest. Potential most important. Send tape, picture, resume, salary. Box 311B, BROADCASTING.

Growing am-tv group interested in people interested in broadcast sales. We'll help you if you help us. Box 316B, BROADCASTING.

Salesman to manage Boston regional office of leading radio station representative. Opportunity for dynamic young radio salesman. Please send replies and resume to Box 318B, BROADCASTING.

Salesman who sells hard in a soft manner needed by southern New England am "Good Music" station that is building prestige plus a future. Sizeable competitive market. Box 335B, BROADCASTING.

Radio tv time salesman for advertising agency. Draw plus bonus. Opportunity for sales managership. Call Chestnut 1-6656 or write Suite 601—705 Olive St., St. Louis 1, Missouri.

Now—Aggressive, young salesman for single station market. Real opportunity in nation's fastest growing area. Write or call G.M. Lyle Richardson, KUDE, Oceanside, Calif.

Experienced salesman—Florida west coast, where radio is respected, it gets the job done. Salary and commission. Top station, ideal community. Reply Manager, WBRD, Bradenton.

Salary plus guaranteed commission and bonus to aggressive local salesman in 47th market. Contact Leslie Atlass, Jr., WJOB, Hammond, Indiana.

Help Wanted—(Cont'd)

Announcers

Experienced morning man for western New York community. Excellent future with multi-station group. Solid adult programming. Send tape and resume. Box 132B, BROADCASTING.

Northern California 5kw, formula, wants a nighttimer who can swing, ticket preferred. Salary open. Air check required. Replies confidential. Box 212B, BROADCASTING.

Immediate job at top rated adult station in Pittsburgh suburban area, for announcer with minimum 1½ years commercial experience. Must be available for personal interview. Good starting salary, regular raises. Send tape with resume. Box 217B, BROADCASTING.

Tremendous opportunity for bright, versatile, experienced staff man at 50 kw station in Southwest. Send tape, resume and recent picture to Box 237B, BROADCASTING.

Opportunity for married staff announcer. Send resume. Texas. Network station, Box 254B, BROADCASTING.

Long-established 50-kw North Carolina network affiliated auditioning for staff vacancy. News, record shows, some sports. Applications from southerners and native North Carolinians given preference. Tape and photo to Box 263B, BROADCASTING.

Northern Illinois 1000 watt full time. Heavy on local news. Presently carrying major league baseball, next year's plans not certain on this. Music pattern calls for use of about half of the average Top 40 or Top 50 list . . . no rockers. Every 4th number from albums by top pop artists. Tempo is up-beat, fast, production must be tight. We move, we're alive, we're also adult. We want top man to pick up over 17,000 workers leaving plants beginning at 3:30 PM, ride home with them, then keep us on top through the early evening. 3 station market. Salary open, but average start would be $125 for man who can do the job. 40 hour week, six days. Best employee benefit plan in the industry. Run your own board music and program content material, engineers must spin commercial ET's. Box 272B, BROADCASTING.

Like adult radio? West Michigan 24-hour am-fm station has opening for intelligent, mature, stable announcer who can handle equipment and classical music. Personal interview preferred. Send tape, resume to Box 283B, BROADCASTING.

Combination announcer local news man wanted for middle Tennessee station. Send complete information about yourself including expected salary. Box 294B, BROADCASTING.

Announcer-engineer (chief). Need immediately for south Georgia. Excellent working conditions. $100-$125 week. Experienced only. Box 296B, BROADCASTING.

Maryland independent wants announcer with some experience for am-fm operation. Evening shift. Forward resume, tape. Box 262B, BROADCASTING.

Want 3 mature, experienced staff announcers. No deejays. Personal integrity required. Can be lifetime for best men. Top listening, top prestige, sophisticated good-music station. Tape and resume. KASE, Austin, Texas.

Good announcer for community station in 35,000 market. $100.00 per week start. No top 40. Full details to KBRZ, Freeport, Texas.

Announcer—first phone only. For Montana's fastest-growing multi-station group. State University town, 38,000. Top hunting, fishing and scenery. Must be top announcer, first phone, prefer some sports. Sincere desire to grow in job. 30-year, 5,000 watt CBS station under new owner. Send complete resume and photo: Manager, KGVO, P.O. Box 1405, Missoula, Mont.

Help Wanted—(Cont'd)

Announcers

Announcer with 1st class ticket, immediate opening. Send resume, tape. WJUD, St. Johns, Michigan.

Versatile announcer for quality 5 kw CBS prestige station. Adult music show and production work in growing metropolitan market. Fringe benefits—modern plant—immediate start. Send tape, photo, resume and salary requirements in first letter to: Program Manager, WTAR Radio, Norfolk, Va.

Immediately, announcer or combo engineer-announcer. Must run own board. WVOS, Liberty, New York.

Announcers losing jobs? Lack that professional sound? Audition tape not a polished . . . showcase? New York School of Announcing, 160 West 73rd Street, NYC, SU 7-6938.

Announcer-engineer. Immediate opening for experienced man. South Georgia, top salary ($100-$125 week). Many other good openings around the southeast. Rush tapes, pictures and resumes Professional Placement, 458 Peachtree Arcade, Atlanta, Ga.

Needed immediately—announcer with first phone. Permanent position. Brand new station on air by August. Send tape and resume. Harry Phipps, 835 Alta Vista, Barstow, California.

Announcers. Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential, Professional Placement, 458 Peachtree Arcade, Atlanta, Ga.

Give your ratings a shot in the arm with Professional Services' exclusive D-J comedy material—written for radio—send for current selection. . . . just $2.98—Professional Services, Box 5815, Baltimore 8, Maryland.

Announcer-salesman for WGAT Gate City, Virginia. Permanent position. Good salary. Contact: W.V. Ramsey, Mountain City, Tennessee. Phone Park 7-4321.

Technical

Chief engineer, Philadelphia station. State salary expected. Resume of experience. Box 279B, BROADCASTING.

Have immediate opening for engineer-announcer at one kilowatt daytime ABC station on Florida east coast. If interested, send tape, resume, photo and salary expected to Box 287B, BROADCASTING.

Chief engineer needed for New York City area am and fm network station. Must be thoroughly familiar with all technical phases of broadcasting. Good job with excellent future. Progressive organization, free hospitalization, paid vacation and other benefits. Box 319B, BROADCASTING.

Chief engineer-announcer. Must be experienced in directional and construction. Call Lyle Richardson, KUDE, Oceanside, California.

Wanted, engineer-announcer morning wake-up, sales, progressive and successful popular music station. Good base salary and number of good commissionable accounts. Contact WAFC, Staunton, Virginia.

Chief engineer—announcer, Easton, Maryland. Directional. Transmitter arrives August 1st. Advancement opportunities, multiple station owner. References required. Reply WEMD, 3855 North 30th St., Arlington, Va.

Opening for first class engineer. Must have car. 5000 watt directional station. No announcing. Will train, but experienced man welcomed. Contact immediately, Chief Engineer, WLEE, P.O. Box 8765, Richmond, Va.

Help Wanted—(Cont'd)

Technical

Need first phone engineer with or without experience, with or without announcing experience. Contact WSYB, Rutland, Vt.

Engineer or combo engineer-announcer. Wanted immediately. WVOS, Liberty, New York.

Production—Programming, Others

Can use "Gal Friday"—Good knowledge of promotion, announcing, music, copy writing, etc. Box 221B, BROADCASTING.

Traffic manager—female, heavily experienced for major south Florida market. Send photo, resume and references. Knowledge of copy helpful, but not necessary. Box 268B, BROADCASTING.

Northern Illinois 1000 watt full time station wants early morning newsman. Shift would begin at 4:00 am five of the six days you would be on duty for 40-hour week with time-and-one-half. Police, sheriff and hospital check before reporting to station. Then prepare and air five minute newscasts plus a 15-minute cast at 7 am. Dominant local news. 3-man news staff. 2 mobile units. Beepers. Finest employee benefit plan in the industry. Salary open to $125 per week for right man. Box 271B, BROADCASTING.

Program director—Must have good sense of tight production. First class ticket desirable. Music and news station in Midwest. Send tape, photo and resume. Box 277B, BROADCASTING.

If you are not satisfied with your present position and are willing to work hard and actively direct radio and tv news department, you are the man we want for news director. Net affiliate. Fully equipped department. Send picture and details Box 304B, BROADCASTING.

Crew deal personnel. Experienced, reliable. Send photo, resume, first letter. Box 334B, BROADCASTING.

Do you want to live in Southern Oregon and work in radio or tv? Write Dick Green, KOTI, Box 732, Klamath Falls, Oregon.

Girl Friday with experience in copywriting and traffic. Live in America's finest climate —grow with a fast growing station. Write or call Lyle Richardson, KUDE, Oceanside, California.

Beautiful college city. 25,000 population. We are seeking a young family man, interested in good living and well oriented in radio, to be our program director and morning personality. Our's is a 5 kw, twenty year old, intelligently programmed station that's getting better and better. You'll join a happy, professional team that's going places. You'll live well, you'll make money, your family will love this growing, attractive community. Send resume, references, picture, and tape to: J.T. Snowden, Jr., Manager, WGTC Radio, Greenville, North Carolina.

Program director, educational station. Must know something of language and serious music, radio production, programming duties. College graduate required, time to work on graduate degree given. Starting $400 month. Kenneth Wright, WUOT, University of Tennessee, Knoxville, Tennessee.

Experienced newsman wanted as part-time assistant in radio news, beginning September. Can take graduate work. School of Journalism, University of Iowa, Iowa City.

RADIO

Situations Wanted—Management

Station manager—13 years' experience in all phases of radio. Presently employed in small market with net profit up and expenses down. A stable, enthusiastic administrator currently selling, programming and announcing. Would prefer Tennessee or southeastern coastal states, with opportunity for profit-sharing or part-ownership. 34, married, one child, no drinking. Present employers know of this advertisement and will supply excellent references. Box 204B, BROADCASTING.

Situations Wanted—(Cont'd)

Management

General manager—Tops in sales, programming and promotion. Specialty is building up run down property. Presently director of small chain of medium market stations that's for sale. Doubled original value in two years by tripling billing and getting #1 ratings. Finest references national and statewide. Western states only. Box 207B, BROADCASTING.

Am qualified—can manage—proven success record—looking for permanency. Box 233B, BROADCASTING.

Commercial, general manager. Experienced. Believe prolific use speculation sales tapes. 36, married, college. Northeast only. Five figures. Box 274B, BROADCASTING.

Manager: 7 years in sales. Small or medium market. Prefer midwest or upper midwest. Presently in management. Box 278B, BROADCASTING.

Young family man presently managing station. Excellent profit picture. Experienced in all phases. Have first phone. Box 288B, BROADCASTING.

Ready for management. Have handled all other phases broadcasting-programming, sports play-by-play, news, disc shows, sales. Real idea and promotion man. 31 years old. Married, 4 children. 10 years experience. Box 307B, BROADCASTING.

Experienced adult, family radio man. Fifteen years in radio, experienced in all phases; have first phone. Successful management record. Prefer south or west. Five figure man. Presently employed, desire improvement. Box 309B, BROADCASTING.

Manager. Ten years experience, all phases, including manager of No. 1 station; a top 100 market. Station being sold. Box 314B, BROADCASTING.

Productive sales record, good administrator, married, veteran, with 1st ticket. Box 323B, BROADCASTING.

Manager or number 2 man—11 years experience in all phases of station operation. 1st phone, employed last five years and presently as number 2 man and program director. Strong sports play-by-play and announcing. Family man—best references. Box 338B, BROADCASTING.

Sales

Major market pd seeking sales experience as air personality-salesman. Box 289B, BROADCASTING.

3 years experience major market radio, selling, servicing, copywriting; radio-television degree, 34, family. Wishes to build future in radio or television. Box 300B, BROADCASTING.

Reputable, mature, long experienced, salesman-salesmanager. Expert, creative sales, merchandising, promotions. Eight years in present location. Solid record, references. FM considered. Box 321B, BROADCASTING.

Announcers

First phone announcer: Experienced combo, tight format, 23, married, not a drifter or prima donna, have car—travel. Box 160B, BROADCASTING.

Radio school, college graduate, 24, experienced, prefer Philadelphia or California. Box 197B, BROADCASTING.

Announcer—college graduate. Strong on news, commercials, dj. Tapes, references at request. Will travel. Box 198B, BROADCASTING.

Sports, pd and announcer—play-by-play, 7 years experience, college graduate, 26, family. Excellent character and references. Employed. Box 228B, BROADCASTING.

Outstanding personality wants to break into major market. Finest references. Consistently top rated. Will become major talent in your city. Married, reliable, personable. Presently employed. Box 224B, BROADCASTING.

Recent college graduate, two years educational radio engineering and announcing, desires start in any phase of radio. Willing to locate anywhere in East. Box 234B, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Young, married, experienced combo, presently employed, seeks position with progressive midwest station. $100 minimum. Box 239B, BROADCASTING.

Announcer, young, realistic, ambitious. Cheerful style. Tape available. Also copy. Box 260B, BROADCASTING.

News staff, 24, college and broadcasting school training, seeking full time position. Available now. Box 261B, BROADCASTING.

Maryland independent wants announcer with some experience for am-fm operation. Evening shift. Forward resume, tape. Box 262B, BROADCASTING.

Announcer—Negro—newcomer, N. Y. U. trained CBS method. Relocate eastern area —$100 week. Box 270B, BROADCASTING.

Adept in all phases of sports announcing, can do good news and dj show. Box 282B, BROADCASTING.

Young radio and tv personality—Returning from European Army service, desirous of position with a progressive radio and tv group with stations which feature better quality programs and good music. Promotionally minded, productive, keen awareness of advertising values, willing to take part in civic functions. Box 286B, BROADCASTING.

First-phone announcer, beginner, well trained all phases including board work, reliable, hobby—electronics, 23, married, have car—travel, not afraid of work. Box 292B, BROADCASTING.

First-phone beginner, hobby—electronics, want some announcing also, reliable. Box 293B, BROADCASTING.

Announcer. Canadian acquiring U.S. visa, 9 years radio, tv. Married, 33. Employed by Canadian Broadcasting Corporation, Toronto, Canada. Prefer New York State radio-tv locale. Box 297B, BROADCASTING.

Happy, bright "good morning" man. Swinging, not screaming, personality dj. 5 years. Box 299B, BROADCASTING.

Versatile man desires Minnesota or Wisconsin. Ten years experience. Programming, copy, traffic. Play-by-play all sports. Military completed. Mature and economically sound. Box 302B, BROADCASTING.

Attention southeast: Pro for a good station. 8 years experience in all phases of radio and tv. Have held audiences on "Good Music" station and afternoons on "Modern Sound" top rated station. Tops on production, can handle news. Not looking for station that pays beginners' salaries. Box 303B, BROADCASTING.

Mature personality dj, 24, masters degree, 6 years experience. Currently employed leading chain station, major market. All replies answered. Box 308B, BROADCASTING.

Personality dj: Young ambitious, currently employed in large midwest market. Box 315B, BROADCASTING.

Announcing, 5 years, motion picture production experience, college, business. Seek radio or tv leading to position in management. Prefer east. Current salary $6200. Family, tape, Box 324B, BROADCASTING.

Negro dj, beautiful voice, young, photogenic, experienced, reference, college, vet, travel. Box 326B, BROADCASTING.

Semi-classical announcer. Talker! Looking for a "place in the sun" in radio. Will settle anywhere east of the Rockies. Box 327B, BROADCASTING.

Announcer, dj, news, first phone, capable maintenance, experienced, versatile. Prefer northeast states. Box 328B, BROADCASTING.

Experienced, versatile staff background. Emphasis on clean, authoritative news—commercials that sell—adaptable style on record shows. Strong background in all phases of sports, including play-by-play. Will stay with job that offers future. Prefer midwest. Box 329B, BROADCASTING.

Four years play-by-play, football and basketball. News: gathering, editing, writing. Box 330B, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Modern dj, 3 years experience in major market. College, vet, 24. Wanted, chance for advancement. Box 331B, BROADCASTING.

Smooth announcer—also good production man. In field since 1947. Desire professional type operation. Box 322B, BROADCASTING.

Mr. Manager is your station down in the dumps? Then u need me. Tape on request, no obligations. Box 339B, BROADCASTING.

Adult appeal, married, 28, would like to settle down. Have low resonant voice, strong on news and commercials. Can operate own board, over 2 years experience and college grad. Box 340B, BROADCASTING.

Adept in all phases of sports announcing, can do good news and dj show. Box 282B, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcers, newscasters, experienced. Good voices. Tight boardmen. Contact New York School of Announcing and Speech, 160 West 73rd St., NYC.

Presently employed as manager, news director, and announcer with experience as copywriter and salesman. Tired of Florida. Wish to relocate in New England area although any offer carefully considered. 25, married, reliable, no drifter. Looking for permament job with future. If you need an aggressive, hard worker, who loves radio, write for tape, picture, resume, and references by return mail to Box 477, Avon Park, Florida. Can leave with five days notice.

Announcer, 3 years experience N. Y. metropolitan area. Resonant voice, conversationalist, for good music station N.E. area-fm/am. Evening, night-classical, semi, jazz, folk, pop. F. Benenson, 1546 Second Avenue, New York 28, N.Y.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)_____

☐ **TF** (until forbid)

RATES

☐ **Situations Wanted**—20¢ per word—$2.00 minimum (Payment in advance)
☐ **Help Wanted**—25¢ per word—$2.00 minimum
☐ **Display ads** $20.00 per inch—STATIONS FOR SALE advertising require display space
☐ **All other classifications** 30¢ per word—$4.00 minimum
(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

HELP WANTED
☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

SITUATIONS WANTED
☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

FOR SALE
☐ equipment

WANTED TO BUY
☐ stations
☐ equipment

ADDITIONAL CATEGORIES
☐ Instructions
☐ Business Opportunity
☐ Miscellaneous

DISPLAY SPACE ☐ 1 in. ☐ 2 in. ☐ 3 in. ☐ 4 in. ☐ other

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D.C.

NAME

COMPANY

ADDRESS

Remittance enclosed $ ☐ **Bill**

Situations Wanted—(Cont'd)

Announcers

5,000 jazz sides and Jim Dougherty available. 8 years KWPC. BA, SUI. am-tv. 103 Middle Road, Muscatine, Iowa.

Sportscaster, strong play-by-play and color, some news, dj. College degree in journalism-speech. College station manager, sports and news director. 6 years on air, have tapes. Hal Dutton, 514 Terry Road, Syracuse 4, N.Y.

Good, versatile announcer. Production wise. Available immediately. $125.00. Tom Edwards, 6733 Placid Place, Telephone TWeed 1-3837. Cincinnati, Ohio.

Country music dj and salesman. 18 years experience, 3 years with Town and Country Network. Run own board. Will go anywhere, prefer southern states. Call Cousin Johnny, Forest 1-8117, Gretna, or write 1004 Romain, Gretna, Louisiana.

Young Negro announcer, vet. Professionally trained—3rd phone. Available now. Have car, will travel anywhere. Will work hard if given a chance. Bob Lee, 6028 S. Drexel, Chicago, Illinois.

Permanent position in medium market for qualified sportscaster - staffman. Consider radio-tv. Employed, 28, married, college. Larry Myers, 1202 Harrison, Canon City, Colorado.

Personality dj. Ten years experience. Leaving present location—eastern seaboard market of one half million for better opportunity. Have been here four and a half years. Available as of September 15th. Pictures, film, letters and tape on request. No top 40. Will audition live—if offer right. Call —8:00 a.m. to 2:45 p.m. South Orange 2-5912. Write—Bruce Parsons—12 Washington Park, Maplewood, N.J. Studio phone—Charter 7-1450.

Announcer, 1st phone, no maintenance, $85, no car. Berkshire 7-6721, after 5. Walter Piasecki, 2219 N. Parkside, Chicago.

Experienced play-by-play sportscaster with 6 years' radio experience. Primarily sports. Family man. Holder of B.A. Degree. Experienced in broadcasting professional baseball, boxing, racing and golf. College football, basketball, and track. High school football, baseball and basketball. Presently sports director of metropolitan station. Supervise all writing and airing of sports activity. Management aware of this ad. Write William Schellhammer, 212 Commerce Building, Erie, Pennsylvania.

Country music—dj 1st phone married—settle—northwest comf salary. Rec. DOV Martin Grad. Phil Sutton, 349 E. Queen St., Inglewood, Calif.

Announcer—graduate of announcing school. Low, mature voice. Enthusiastic beginner with some board experience. Norm Swenson, 3741 Dukeshire, Royal Oak, Michigan. Liberty 9-4159.

DJ's experienced. Good ad lib personalities. Fast board. Good sell. Contact New York School of Announcing and Speech, 160 West 73rd St., NYC.

Technical

Engineer: qualified to design. Build or supervise radio, television or microwave installations, now field engineer for nationally known consultant, is seeking a position that requires little traveling. Box 240B, BROADCASTING.

Responsible employed engineer, experienced, construction and maintenance permanent. Midwest desired, no announcing. Box 265B, BROADCASTING.

Transmitter position, 2 yrs. experience. Director. Exp., car, 1st radiotelephone. 266B, BROADCASTING.

3½ years experience, transmitter, studio, remote and microwave, installation, operation, and maintenance. 1st phone. Know RCA, DuMont, Raytheon and Marconi. Qualified for small and medium market supervisor. Box 310B, BROADCASTING.

1st phone, married, seven years experience. George L. Davenport, 2931-A N. 24th St., Milwaukee 6, Wisconsin.

Man 20, first phone, 6 months with 5000 watt station. Seeks trans watch. Nathan Osbourn, Box 62, Ensign, Kansas. Ph. 56.

Situations Wanted—(Cont'd)

Production-Programming, Others

Quantity of quality programming with purse-nudging production available for the discerning station interested in ideals, results and commercially profitable sound, without sacrificing good taste. 13 years experience — college grad. — currently P.D. metro market. Box 235B, BROADCASTING.

Young, versatile, experienced announcer-program director, 3 years experience, currently employed as morning man-program and sports director southeast network station. Looking for greater opportunity. Prefer Florida or Gulf Coast. Box 284B, BROADCASTING.

News, sports director, nation's #2 market, desires change radio, tv. Box 325B, BROADCASTING.

Do you need a good news director? Have 8 years experience, and want to locate permanently near Chicago, within 150 miles. Presently at 5 kw #1 station in four station market. Married, $110. min. Permanency only. Box 336B, BROADCASTING.

College grad, 26, single, desires trainee position as script or news writer. Will accept any type of position for experience. Available September 1. Box 337B, BROADCASTING.

Let my experience benefit your organization. 14 years, all phases of radio. Top rated disc-jockey, competent newsman, programming and sales. Still growing at 33. Employed in medium, 5 station market. Good pay but no chance for advancement. Seeking major market affiliation with opportunity to work into programming. What can you offer? Box 341B, BROADCASTING.

Experienced teen program director, knows what they want. Young (17 years), aggressive, 4 years knowledge as pop dj, news, sports, personality interviewing, radio programming, interested in gaining opportunity with growing organization. Willing to contribute to its improvement. Martin Green, WSGS Radio, 3120 W. Jarvis, Chicago 45, Illinois. References furnished upon request.

TELEVISION

Help Wanted—Management

Presently interviewing for executive assistant to president radio and tv. Excellent opportunity for man experienced in corporate and administrative phase of broadcasting. Send details Box 306B, BROADCASTING.

Sales

Sales representative. State capital vhf in the southeast seeks experienced local sales representative. Sales promotion background considered. Productive account list available. Station owned by long-established company. Pleasant working conditions, group insurance and pension plan. Those interested send full resume, including photo to Box 170B, BROADCASTING.

Immediate opportunity for experienced tv salesman in local, regional sales position. Liberal commission and high income potential for right man. Send resume and photo to Sales Manager, KCRG-TV, Cedar Rapids, Iowa.

Permanent career in television sales at prestige CBS & ABC station in western South Dakota. Good opportunity for family man interested in growing with our organization. If you have previous radio or television sales experience, contact William F. Turner, KOTA-TV, P.O. Box 1752, Rapid City, South Dakota, with letter of full resume. No phone calls.

Wanted: Salesman for aggressive local tv selling—radio or tv experience equally acceptable. Good guarantee—good commission available. ABC station, best coverage, first place 6-Midnight ratings. Need hustler who likes to make money. Send photo and background to: Lee Colee, WTVH, 621 Main St., Peoria, Illinois.

Help Wanted—(Cont'd)

Technical

Northwest mountain vhf transmitter seeks experienced maintenance and operational engineer. Living quarters, good pay for long hours. Box 333B, BROADCASTING.

Assistant chief engineer Gulf Coast vhf. Thorough studio maintenance background. Send resume, picture and salary. Jerry E. Smith, C.E., Box 840, Corpus Christi, Texas.

Chief television engineer. For leading university using Marconi 4½" image orthicon camera. Design, development, construction, administration: closed circuit system, communication, experimental tv. E.E. degree or related; at least 5 years broadcast audio-video engineering experience; first class radiotelephone license. Send full resume to University of California, Personnel Office, Berkeley, California.

TELEVISION

Situation Wanted—Sales

Top local tv salesman, educated, executive type, veteran, excellent background. Box 322B, BROADCASTING.

Announcers

Tv announcer, 7 years experience one station. Employed executive position medium market midwest; wish to specialize announcing, metropolitan area. Family man, 35, master's degree. Box 264B, BROADCASTING.

Good appearance, live and booth commercials, children's show, sports program and director experience. First phone. Box 275B, BROADCASTING.

Announcer 13-years radio experience, seeks immediate position in television station. Midwest. Personal interview and audition only. Contact Don Christensen, 513 Prospect Avenue, Beaver Dam, Wisconsin. Telephone: Turner 5-4354.

Technical

Engineer: qualified to design. Build or supervise radio, television or microwave installations, now field engineer for nationally known consultant, is seeking a position that requires little traveling. Box 240B, BROADCASTING.

6½ years experience, studio all phases. Heavy mc, td, vtr, construction. Now at top midwest vhf. Wish to relocate east, northeast. Can be available September 1. Anticipate interview. Box 313B, BROADCASTING.

Production-Programming, Others

Excellent television newsman and personality. 13 years' radio and tv experience. Presently employed as station manager in small radio market. Former tv experience consisted of news and 1½ hour morning show across the board. 34, married, no drinking. Present employers know of this advertisement and will supply excellent references. Box 205B, BROADCASTING.

Best producer—director—engineer experienced, licensd. Foote, 2673 Hubbard St., Brooklyn.

FOR SALE

Equipment

Gates dynamote portable remote amplifier —brand new—$250. Box 166B, BROADCASTING.

Multiplex receivers—12 Bogen (RM2), 1 Bogen (RM2A), 2 Browning (XR-100 with adapter), one Teletronix (MX11A). All about one year old and now in use and operating. Available about July 15th. We're going out of the background music business. Total cost to us was $2400. Will sell at 25% off or $1,750. Write Box 190B, BROADCASTING.

550 foot Blaw-Knox self-supporting H-21 tower. Designed for fm and Tv antennas. Dismantled, ready to ship. $15,000. Box 273B, BROADCASTING.

New, unused, still in original crating, 10 kw Westinghouse FM-10 amplifier complete with rectifier and power supply. Needs 2.5 kw to 3 kw for driver. $5,000.00 F.O.B. Washington, D.C. Box 280B, BROADCASTING.

FOR SALE

Equipment—(Cont'd)

FM-four bay General Electric antennas. Both 1⅝" input. Gain 3.6. Mounted on 2" angle iron for assembly and tuning on ground. Lift complete and strap to side of tower. Tuning information and instruction book included. In service, available October 1. Photo on request. One General Radio 731-A modulation monitor and one Dolittle FD-1-A AM frequency monitor with plug in crystal oven. Both $275.00 available August 1. Box 281B, BROADCASTING.

Tape recorders, several Ampex 350 console, half track, 7½ and 15 ips. Excellent. $1000 each $1050 crated. Radio Station KCHJ, P.O. Box 966, Delano, California.

12 slimline base light fixtures #TV664G. Excellent condition. Transformer box #TV-664BG5 included. $100 each. KHOU-TV, Box 11, Houston, Texas.

Berlant—Model 30 monaural—easily adapted to stereo, broadcast recorder. Very little wear, leather cases never used. Cost over $800 new. 2½ years old. Make an offer. WGTS-FM, Washington 12, D.C.

One Raytheon three channel remote with power supply, model RR 30, good condition, in use at present. One Raytheon control board, model RC-11 with power supply, has been put in good condition by competent engineer. Two Gates CB11 turntables, just completely overhauled by qualified repair firm. Still in crates, new idlers, felt, switches, springs, and include 1 mil and 2.5 mil stylus (complete with arms), 1 Travis tapak duplex multispeed newscaster, vari-track. Good working condition. The entire group yours for $900.00 or sold separately. Will crate, you pay shipping charges. WWNS, Statesboro, Georgia.

Gates model CB 11 33-78 rpm turntable with RCA 16 in. arm, lateral and vertical. Price: $150.00. All inquiries to Box 1032, Welch, W.Va.

$495.00 Ampex 910 stereo recorder. $295.00. Viking 7½" playback tape deck $45.00. Box 3022, Philadelphia 50.

Collins 4-channel remote amplifier. Needs tube, otherwise excellent condition. Make offer. WGTS-FM, Washington 12, D.C.

Disc recording equipment all or part. Altec 1568A power amplifier, Altec 439A compressor amplifier, Presto 1D head, Cinema Engineering #7095 equalizer, RCA BA-1A preamp. Reason: buying feedback system. Draeger Recording, 1910 Taylor, Racine, Wisconsin.

Gates 250 watt am auxiliary transmitters. 6 years old and in good condition. $600.00 WFMB, Third National Bank Bldg., Nashville, Tenn.

Dehydrators, automatic and complete, rigid coaxial transmission line, with fittings and hardware. Write for listing. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

Tv Video monitors. 8 Mc., metal cabinets starting at $199.00. 30 different models 8" thru 24" Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

Video monitors. Closed circuit and broadcast, Foto Video Laboratories Inc., Cedar Grove, New Jersey, CE 9-6100.

WANTED TO BUY

Stations

Radio station for under $25,000 down . . . consider anything . . . prefer Midwest . . . All replies answered . . . confidential. Give all details possible. Box 269B, BROADCASTING.

Wanted to lease, with option to purchase, a sick daytimer or unlimited station. 250 to 1000. Located midwest, preferably Missouri or Illinois. We have top men for rebuilding job, would also option to seller ⅓ of station after build-up. Need complete details. Box 291B, BROADCASTING.

Want single station or package. Will consider any size, any location (within U.S.). To $1 million. No brokerage fee. Box 301B, BROADCASTING.

Part interest in small Florida station. Couple, with 10 years radio experience, have $20,000 to invest. Would be permanent working partners. Write Box 317B, BROADCASTING.

WANTED TO BUY

Stations—(Cont'd)

Want low power am station in city of 40,000 or less. L. Strauss, 439 Madison Avenue, New York 22, N.Y.

Equipment

350 to 400 foot guyed triangular tower capable of supporting 14,000 pound six-layer Channel 2 superturnstile tv antenna. Write, stating location, condition, manufacturer, and price. Box 230B, BROADCASTING.

Western Electric 506B-2 transmitter, 10 kw —for standby rig. State hours, condition, terms and spare parts. Also BMTA monitor. Gateway Broadcasting Corp., 11600 Tesson Ferry Road, St. Louis 23, Missouri.

Anything in broadcasting field from a tube to a tower sold or bought. Electrofind, 550 Fifth Avenue, N.Y.C.

RCA power supply for 76B console urgently required. State condition and price. E.G. Panissidi, 1042 E. Walnut, Burbank, California.

Wanted—Used PT63AH mech. unit. United Radio Supply, 22 N.W. 9th Ave., Portland, Oregon.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting August 31, October 26, 1960. January 4, 1961. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC license in six weeks. Classes 9 a.m. to 6 p.m. five days a week. Tuition $300. We have no failures. The Pathfinder Method. 510 16th St., Oakland, California.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

Funniest one-liners ever created. Produced on tape especially for your show or station. Rush letterhead request for sample tapes! Box 732A, BROADCASTING.

FOR SALE

Equipment

Presto PB 17c eight hour tape player complete with A909 Pre-amplifier at attractive console. Have two units designed for background music service. Never used, our cost $875.00 each. Make offer to: Karl Troeglen, Technical Director, KCMO Broadcasting, Kansas City 8, Missouri.

NEW

Low cost modulator-oscillator. Convert color or monochrome receivers to video monitors. Low differential phase, wide frequency response, constant time delay. $49.50. Write: TELSON ELECTRONIC PRODUCTS, INC., Rapid City, South Dakota.

FOR SALE

Equipment—(Cont'd)

Spotmaster

Cartridge Tape Equipment
NOW IN 150 STATIONS

For descriptive material, write
BROADCAST ELECTRONICS, Inc.
8800 Brookville Rd., Silver Spring, Md.
or
contact your VISUAL ELECTRONICS man

WANTED TO BUY

Stations

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Stations

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Medium market. #1 rating, sold solid.

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Regional fulltime station in excellent market. Price of $185,000 includes valuable real estate. 25% down and a long payout.

Box 320B, BROADCASTING

Fla.	Small	Local	$50M	29%
N.C.	Small	Local	120M	29%
N.C.	Small	1kw-D	75M	15 dn.
La.	Small	250w	107M	terms
Va.	Single	1kw-D	80M	25 dn.
Miss.	Single	250w	140M	10 yrs.
Tex.	Single	250w	25M	8 dn.
Ill.	Single	Daytimer	95M	terms
Cal.	Single	Fulltime	65M	low dn.
N.Y.	Single	Daytimer	105M	cash
Fla.	Medium	Regional	175M	53 dn.
Ala.	Metro	1kw-D	175M	58 dn.
Cal.	Metro	Local	175M	29%
Fla.	Large	Regional	165M	cash
Mid Atl	Major	Fulltime	330M	25%
Central	Major	Daytimer	415M	cash
Fla.	Major	Daytimer	250M	29%

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California. $12,500 down with $300 a month payout for a 250 watt fulltimer in retail trading area of 85,000. Asking price $60,000.

Pacific Northwest. $27,550 down with balance in 10 years. A 2-station market. Total price $95,000 for 250 watt fulltimer. An earner.

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Texas single $47,500—South single $40,000—Rocky Mt. single $40,000—Rocky Mt. fulltime $63,000—Southwest medium $115,000—South medium $125,000—Southwest medium $97,500—Southwest Major $90,000—Southwest Major—$225,000—Midwest medium $150,000—West Coast power $350,000—South Major $350,000—Southwest regional money-maker $200,000—Texas single $100,000. PATT McDONALD, Box 9266, Austin, Texas. GL. 3-8080, or JACK KOSTE, 60 E. 42nd, NY 17, NY. MU. 2-4813.

FOR SALE

Stations

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Nation-Wide Service
Experienced Broadcasters
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Security Bldg. Davenport, Iowa

STATIONS FOR SALE

CALIFORNIA. Daytimer. Absentee owned. Fair size market. Asking $50,000 with 29% down.

SOUTHWEST. Powerful daytimer. Absentee owned. Did $72,000 last year. Asking $135,000 with 29%. Can be negotiated.

UPPER MIDWEST. Full time. Asking $100,000 with 29% down.

ATLANTIC COAST STATE. Full time. Asking $75,000 with 29% down.

NORTHWEST. Profitable full time operation. Large and growing market. Asking $200,000 with 29% down.

CALIFORNIA. Very profitable daytimer with plenty of power. Asking $300,000 including physical assets. 29% down.

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in getting

top-flight

personnel

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING July 13

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,443	48	88	840
FM	707	37	167	137
TV	473	61	76	110

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING July 13

	VHF	UHF	TV
Commercial	453	79	532
Non-commercial	35	12	47

COMMERCIAL STATION BOXSCORE

As reported by FCC through June 30, 1960

	AM	FM	TV
Licensed (all on air)	3,442	700	471[1]
CPs on air (new stations)	41	41	50[2]
CPs not on air (new stations)	98	171	74
Total authorized stations	3,581	912	653
Applications for new stations (not in hearing)	628	74	39
Applications for new stations (in hearing)	194	40	65
Total applications for new stations	822	114	104
Applications for major changes (not in hearing)	656	35	39
Applications for major changes (in hearing)	29	11	17
Total applications for major changes	685	46	56
Licenses deleted	0	0	1
CPs deleted	1	4	0

[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

Continued from page 97

Bcstg. Co., Has: 1490kc, 250w, unl. Req: 1450 kc, 250w, 1kw-LS, unl.

BP-13239—WSPB Sarasota, Fla., WSPB Bcstg. Co., Has: 1450kc, 250w, unl. Req: 1450 kc, 250w, 1kw-LS, unl.

BP-13241—WCLW Mansfield, Ohio, Mansfield Bcstg. Co., Has: 1570kc, 250w, DA, D. Req: 1570kc, 1kw, DA, D.

BP-13242—New, Bonita Springs, Fla., Lee County Bcstg. Co. Req: 1440 kc, 5kw, DA, D.

BP-13243—New, Spokane, Wash., Independent Bcstg. Co. Req: 1440kc, 5kw, DA-N, unl.

BP-13244—WLAG LaGrange, Ga., LaGrange Bcstg. Co. Has: 1240kc, 250w, unl. Req: 1240kc, 250w, 1kw-LS, unl.

BP-13246—WJPF Herrin, Ill., Egyptian Bcstg. Co., "Voice of Egypt". Has: 1340 kc, 250w, unl. Req: 1340kc, 250W, 1kw—LS, unl.

BP-13247—WLAS Jacksonville, N.C., Seaboard Bcstg. Corp. Has: 910kc, 1 kw, Day. Req: 910kc, 5kw, Day.

BP-1324—KMHT Marshall, Tex., Harrison County Bcstg. Co., Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

BP-13249—WCLS Columbus, Ga., Muscogee Bcstg. Co. Has: 1580 kc, 1 kw, Day. Req: 1580kc, 1kw, DA-N, unl.

BP-13250—KFAN St. Cloud, Minn., Times Publishing Co. Has: 1450kc, 250w, unl. Req: 1450kc, 250W, 1kw-LS, unl.

BP-13251—WSKI Montpelier, Vt., Green Mountain Bcstg. Co. Has 1240kc, 250w, unl. Req: 1240kc, 250w, 1kw-LS, unl.

BP-13252—WASK Lafayette, Ind., Lafayette Bcstg. Inc. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-1kw-LS, unl.

BP-13253—New, Nicholasville, Ky., Nicholasville Bcstg. Co. Req: 1250kc, 500w Day.

BMP-8624—KTOD Sinton, Tex., Southern Bcstg. Corp. Has CP: 1590 kc, 500w, 1kw-LS, DA-2, unl. Req MP: Change nighttime directional antenna system.

BP-13256—KATI Casper, Wyo., KATI Corp. Has: 1400kc, 250w, unl. Req: 1400kc, 250w, 1kw-LS, unl.

BP-13258—WKLK Cloquet, Minn., Cloquet Bcstg. Co. Has: 1230kc, 250w, unl. Req: 1230kc, 250w, 1kw-LS, unl.

BP-13259—KNOC Natchitoches, La., Natchitoches Bcstg. Co. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

BP-13260—New, Englewood, Tenn., Englewood Bcstg. Co. Req: 1360kc, 1kw, Day.

BP-13261—KSUM Fairmont, Minn., KSUM Bcstg. Co. Has: 1370kc, 1 kw, DA-2, unl. Req: 1370kc, 1kw, 5kw-LS, DA-2, unl.

BP-1363—New, Mauston, Wis. John D. Rice. Req: 1270kc, 500w, D.

BP-13265—WPPA Pottsville, Pa., Pottsville Bcstg. Co. Has: 1360kc, 500w, 1kw-LS, DA-N unl. Req: 1360kc, 500w, 5kw-LS, DA-2, unl.

BP-13266—New, Cumming, Ga., Sawnee Bcstg. Co. Req: 1410kc, 1kw, DA, D.

BP-13267—KRSD Rapid City, S.D., Heart of Black Hills Station. Has: 1340kc, 250w, unl. Req: 1340kc, 250w, 1kw-LS, unl.

BP-13269 KLOG Kelso, Wash., James D. Higson. Has: 1490kc, 250w, unl. Req: 1490 kc, 250w, 1kw-LS, unl.

BP-13272—New Newnan, Ga., Radio Newnan. Req: 1300kc, 500w, D.

BP-13275—New, Bartlesville, Okla., B-D Bcstr. Req: 630kc, 500w, D.

BP-13276—New, Victorville, Calif., George Shane. Req: 1450kc, 250w, unl.

BP-13277—New, Victorville, Calif., Jerry Carr. Req: 1590kc, 500w, D.

BP-13278—New, Yauco, P.R., Ponce Bcstg. Corp. Req: 1550kc, 250w, unl.

BP-13279—KVEN Ventura, Calif., Coast Ventura Co. Has:: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, DA-D, unl.

BP-13280—WSWW Platteville, Wis., Southwest Wis. Co. Has: 1590kc, 1kw, D. Req: 1590kc, 500w, 1kw-LS, DA-N, unl.

BP-13281—New, Blue Ridge, Ga., Fannin County Bcstg. Co. Req: 1440kc, 500w, D.

BP-13285—WBNY Buffalo, N.Y., WBNY Inc. Has: 1400kc, 250w, unl. Req: 1400kc, 250w, 1kw-LS, unl.

BP-13286—WVOS Liberty, N.Y., Sullivan County Bcstg. Corp. Has: 1240kc, 250w, unl. Req: 1240kc, 250w, 1kw-LS, unl.

BP-13288—New, Indianapolis, Ind., WIFE Corp. Req: 1150kc, 1kw, D.

BP-13289—KANA Anaconda, Mont., Tri-County Radio Corp. Has: 1230kc, 250w, unl. Req: 580kc, 1kw, D.

Applications on which 309(b) letters have been issued:

BP-13236—KENM Portales, N.M., Plains Bcstg. Co. Has: 1450kc, 250w, unl. Req: 1450 kc, 250w, 1kw-LS, unl.

BP-13240—New, Shippensburg, Pa., Town Radio Inc. Req: 1480kc, 500w, D.

BP-13264—WMAS Springfield, Mass., WMAS Inc. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

BP-13268—WOSH Oshkosh, Wis., Value Radio Corp. Has: 1490kc, 250w, unl. Req: 1490kc, 250w, 1kw-LS, unl.

BP-13270—WMIN St. Paul, Minn., Franklin Bcstg. Co. Has: 1400kc, 250w, unl. Req: 1400 kc, 250w, 500w-LS, unl.

BP-13271—New, Greenville, Tenn., Greene County Bcstg. Co. Req: 1450kc, 250w, unl.

BP-13274—WWSC Glens Falls, N.Y., Normandy Bcstg. Corp. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

SALES STRENGTH? ADD THE "PULL" OF WESTERN UNION TELEGRAM-PLUS SERVICE!

Your product sample, booklet . . . whatever you want to promote . . . is delivered to everyone on your list together with an interest-compelling telegram. That's the double impact of Western Union Telegram-Plus Service. All you have to do is supply the message, list and material.

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WESTERN UNION

SPECIAL SERVICES

OUR RESPECTS TO . . .

Pinckney Brewer Reed

In 1952 P.B. Reed, more familiarly hailed as "Pincky" by his host of friends, was one of 10 men among the vast RCA work force who were awarded the RCA Victor award of merit, highest honor bestowed by the giant electronics firm on an employe.

What did he do to deserve the honor?

Very simple. In 1950 RCA handed over to Mr. Reed the Government Service Dept., then comprising 37 people and doing about $300,000 worth of business a year.

When he left the job in 1957, the department employed more than 5,000 and was doing $35 million annually.

RCA explained the award went to Mr. Reed because of the "dynamic growth of the Government Service Dept."

The ability to do a superior job is one of the attributes of 51-year-old Pinckney Brewer Reed, now vice president in charge of RCA's Washington office handling commercial and government business and soon to be named vice president of government marketing in charge of the electronic data processing division.

Structural Savvy ■ Another attribute is Mr. Reed's wide ranging knowledge of the RCA complex. Company-wise, the amiable Chicagoan was weaned on Photophone, served as a tech rep with the Navy during World War II, sold broadcasting, communications and other engineering products in postwar years and was in charge of RCA's International Sales before coming to his present Washington job early in 1959.

He probably knows a little more about his company's divisions, products and people and about Washington governmental activities and people than anyone else on the commercial side of the RCA empire.

That makes him a natural for the supervisory job he now holds: overseeing such burgeoning RCA activities as data processing, astro-electronics, defense electronics, laboratories, electron tubes and semiconductors, broadcast and tv equipment, communications apparatus and international sales.

He's a member of the RCA executive council and of the general managers group. He reports to Fred M. Farwell, RCA vp for marketing. In his new position he will report to D.H. Kunsman, electronic data processing division vice president.

Togetherness ■ One of Mr. Reed's early accomplishments in Washington was the fruition of a decade-long attempt to centralize the numerous RCA offices in the Nation's Capital. He brought 90% of them under one roof last May in what is now known as the RCA Building at 1725 K St., N.W.

Mr. Reed joined RCA in the depression year 1930. He started with the Photophone division in Chicago and in the next seven years covered the midwest, installing and repairing this motion picture sound gear. He became a regular sales engineer for RCA equipment in that time, selling broadcast and communications equipment as well as movie projectors and sound apparatus.

When war came in 1941, he was a natural as a tech rep in this industry-military program which assigned civilian experts to military units to instruct and trouble shoot the immensely complicated and brand new "Buck Rogers" devices coming from war-time military and industrial laboratories.

Sub Chaser ■ He was assigned to the Navy where he worked mainly on sonar and radar. He was stationed at East and Gulf Coast shipyards and later with the Fourth Fleet at Recife, Brazil. Several times he was aboard destroyers and PT boats in live pursuit of enemy submarines off South America. This period is recalled by a shingle at his home identifying him as an honorary member of the Brazilian navy.

In 1944, with victory in sight, Mr. Reed was assigned to the Navy's Bureau of Ships in Washington. The following year he was reassigned to RCA's Washington office as a specialist in government contracts.

RCA's REED
He had no time for training

This was the period when television began reaching for its present eminence. Radio also awoke from its wartime hibernation and resumed its unparalleled growth.

Although Mr. Reed was the government contracts man, he found himself selling tv transmitters and other gear to broadcasters. He sold two or three of the first few tv transmitters bought by broadcasters. He also sold the first postwar 50 kw am transmitter.

Old Friend ■ Mr. Reed's interest in radio is of long standing. During his high school days in the 1920s he was bitten by the radio bug, but his interest was more than amateur. He soon had worked up an income building $100 and $150 radio sets for friends.

In 1947, he left Washington to become regional sales manager of engineering products, with headquarters in Cleveland. In 1948 he was brought to Camden as national field sales manager for all engineering products (including broadcast equipment).

In 1950 he was made a vice president of RCA Service Co. and took over the Government Service Dept., and in 1957 was made a vice president and placed in charge of RCA's International Sales, handling the multi-million-dollar export business. In May 1959 he was assigned to Washington.

This fits, too. In his 30 years with RCA, Mr. Reed has made one trip around the world, 10 round trips to Europe and four round trips to the Far East. This is good experience to have in Washington where you never know whom you will run into.

Chicago Start ■ Mr. Reed was born Jan. 21, 1909 in Mobile, Ala., and brought up in Chicago by his widowed mother (his father died when he was 9). After high school, Mr. Reed went to work for Zenith Radio Corp. and Temple Radio Co., while attending Armour Institute of Technology.

Mr. Reed's given name, Pinckney, comes from his mother's southern heritage. She's related to the South Carolina signer of the U.S. Constitution.

The RCA vice president lives with his wife, the former Imogene Groff of Birmingham, in Fairfax County, Va. They were married in 1937 and have two sons. Mr. Reed has one hobby, deep sea fishing, but he seldom finds time for it these days.

There's one skeleton in the Reed closet.

When he first joined RCA in 1930 he was scheduled to receive two weeks' training. After the first day, RCA rushed him out to Dubuque, Iowa, on an emergency repair job and kept right on assigning him to other jobs. He never did complete that two weeks.

EDITORIALS

Cases in point

IN THE past two weeks there have been dramatic illustrations of (1) the idiocies of federal editorial control over a medium of journalism and (2) the virtues of freedom.

On July 7, by government decree, a national television network was obliged to present a freak show featuring Lar Daly, a candidate for the Democratic nomination for president recognized by no one but himself and the FCC.

Last week, in the absence of a government decree, television and radio covered a national political convention more thoroughly and more informatively than any similar event had ever been covered before.

Mr. Daly was exposed to a national television audience because the law requires broadcasters to give equal time to all candidates, however obscure, on all programs except those in the general category of news.

The Democratic convention was accorded wide-ranging coverage because, for the first time in 33 years, broadcasters were able to interview all newsworthy participants without worrying about granting equal time to their rivals in local political races. The convention, a special news event, was exempt from the equal time requirements. A 1959 amendment to Sec. 315, the political broadcasting law, removed newscasts, news interviews and coverage of news events from the provisions of the section.

In previous political conventions broadcasters had been forced to avoid on-the-air discussions with many convention participants who were also candidates in local races. A station or network that interviewed a delegate who was also a candidate in his home town or state ran the risk of having to give equal time to his opponents from other parties. Under such circumstances newsmen were given lists of convention participants to avoid, even though those who were avoided were in possession of significant convention news.

The removal of that absurd restriction gave broadcasters last week the freedom to interview at will. And the result was a heads-up job of coverage.

When Congress reconvenes next month, a further modification of Sec. 315 will be up for House consideration. Already passed by the Senate is a joint resolution suspending Sec. 315 for presidential and vice presidential candidates during this campaign.

This resolution deserves the support of all broadcasters. But it must be considered no more than a preliminary to the final job that must be undertaken when a new Congress meets next year—the total repeal of Sec. 315.

The political payoff

BROADCASTERS took it on the chin again last week in Los Angeles. At the very least they expected a pat on the back from the Democratic national convention. Instead the party's platform picked up those ugly epithets payola, quiz-rigging, corruption and sadistic violence, born of the House Oversight inquisition and magnified beyond any reasonable resemblance to the facts. These subjects had no place in the party platform.

The gratuitous slaps were spliced into the platform in lieu of a plank on freedom of communications. Informal overtures had been made to the committee to reassert the party's faith in the freedom of broadcasting as the modern extension of the free press.

Why? We need not look beyond the membership of the platform committee. Oren Harris of Arkansas was a member. He wanted nothing in the platform that would undercut his Oversight freeway to the headlines. Evidently no one else on the committee cared—not even its chairman, Chester Bowles, the Connecticut congressman who made his fortune in the advertising agency business.

Next week it will be the Republicans in Chicago. They too will have a platform that can be stood on or walked around, as their candidates wish. Will they grasp the opportunity that their Democratic opposition muffed? Or will they too echo those libels against all broadcasters because a few feet slipped way back a year or more ago?

Put it in writing

SOMETIMES we're surprised that television ever gets on the air at all.

We're not talking about the difficulties to be overcome in covering a sprawling, brawling political convention, which by its nature is an adventure in loosely organized chaos. The problem we have in mind is closer to a daily than a quadrennial consternation and is getting worse.

We're talking about the sheer volume of paper work necessary nowadays to do business with all the people making a living in television production. Nobody stirs without a contract. At last count—which was made last week by BROADCASTING and is described elsewhere in this issue—the networks had contracts with 80 different unions and locals, some of which require more than a score of subcontracts to spell out different terms for different member categories, including parking-lot attendants. These terms are meticulous in their detail, often prescribing lunch hours and carfare as minutely as job assignments and pay scales. Many of the specifications sound ridiculous or unnecessary.

Union and management people both argue that such detail is essential to self-defense, that unless everything is spelled out, down to the last coffee break, the other side—or some other union—will take advantage of the omission and the result will be endless wrangling if nothing worse. Perhaps so.

The evolution of labor-management relationships certainly has not reached the utopian point where complete mutual trust can be expected. But are they still at the point where unions and employers must suspect each other at every turn? What is to be gained by either side from the feeling that a man will refuse to turn around unless his contract requires him to do so—or that he will be asked to move mountains unless his contract forbids it?

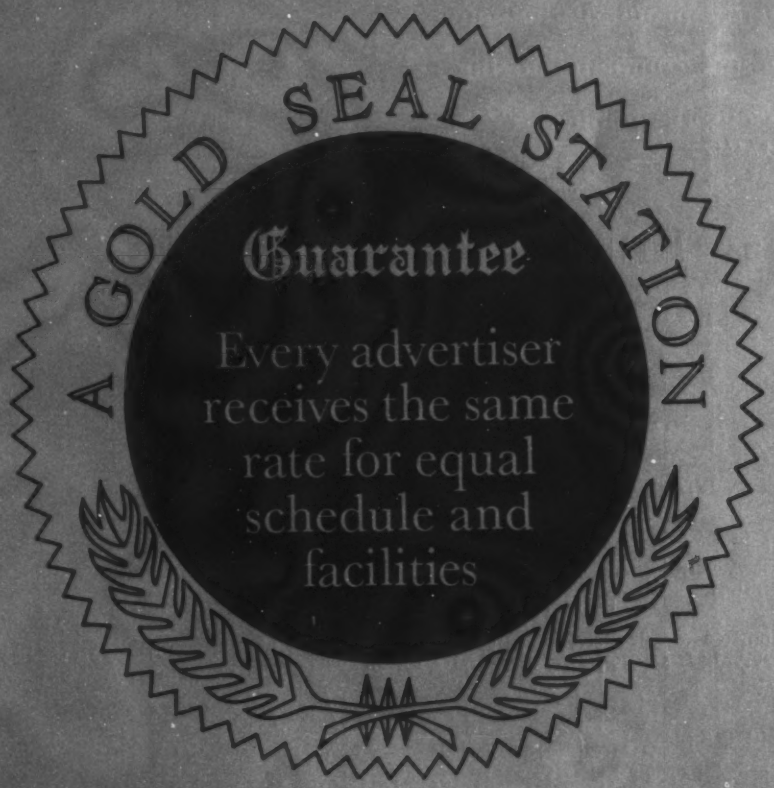
Unless some sense is introduced into employe-employer relations, the business of broadcasting will remain unnecessarily complicated and costly, and some of tv's most imaginative writing will continue to be found in union contracts.

Drawn for BROADCASTING by Sid Hix

"I've found a new way to lose weight fast . . . Be investigated!"

In these days of confusion . . .

. . . concerning "single," "national," "local" and "retail" rates, and flying charges and counter-charges of "rate-cutting" and "deals," the KSTP Gold Seal remains—as it has for 32 years—your pledge of honesty and integrity in the commercial operation of Radio and Television.



RADIO 50,000 WATTS **KSTP** **TELEVISION** CHANNEL 5

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W-GTO AM Cypress Gardens, Florida

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